

OHC MULTI-YEAR GRANTS



CAMPAIGN MESSAGING

Here's a quick overview of the campaign messaging. Where you notice placeholder text, you will need to update these lines according to your specific circumstances and grant restrictions.

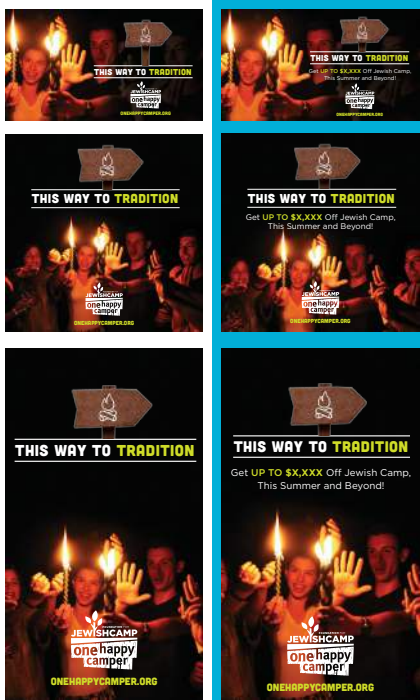


Ads feature two messages, the first set features the terms, "Need-blind" and "First-time", where the other set is shorter and more concise. Ads differ from the Social Media graphics and contain different text, as well as more empty space on story graphics to add in-platform social media elements (such as a link, text, form, etc.).

ADS

Posts for social media feature shorter messaging on the graphics to follow best practice.

SOCIAL MEDIA



FLYERS



Flyers feature a version for printing, and another digital flyer for downloading.