

Paid Ads Brief - Step In February 2026 update
 NTL-370-WAD-26040 FC
 NTL-339-WAD-26041 Refugee

LOGISTICS + DESIGN:

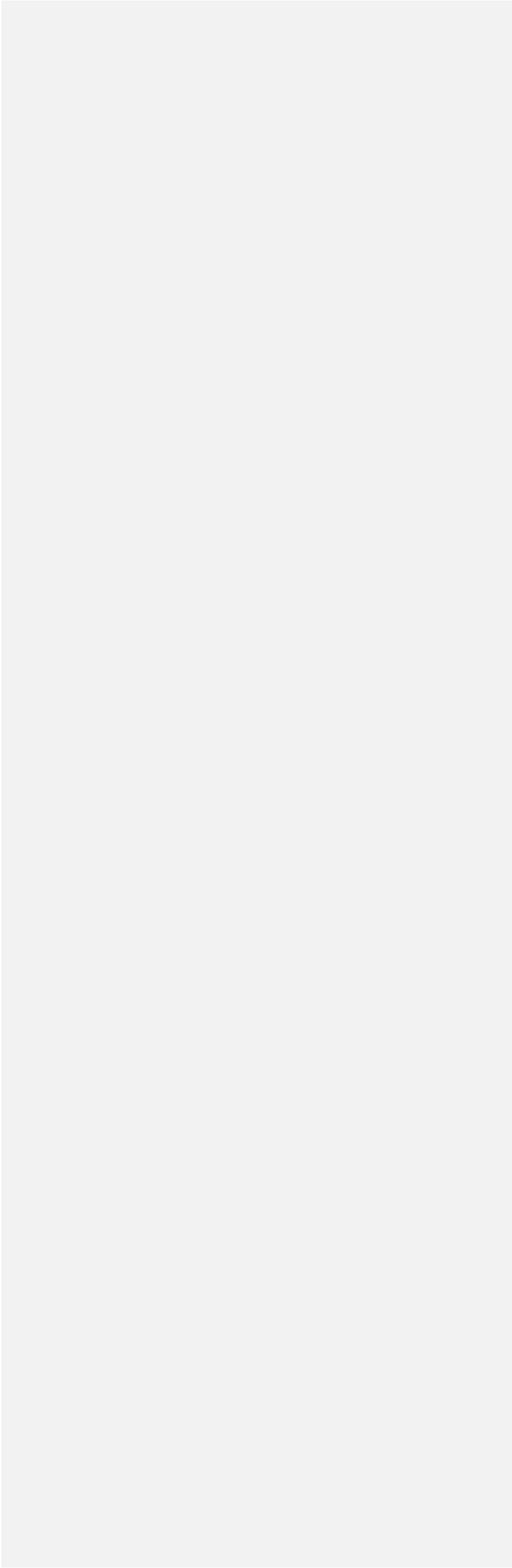
LOGISTICS				
PROGRAM What program are the ads for?	Foster Care Refugee STIFC/LTFC			
TARGET Audience List specifics about audience	Age: <ul style="list-style-type: none"> • Children • Teen • Sibling group (kids & teens) • Sibling group (kids only) • sibling group (teens only) Demographic: <ul style="list-style-type: none"> • African American • Hispanic • White 			
DESIGN				
AD CREATIVE Type of production start (x the box)	Existing with edits <small>(Include link in "template" below)</small>		New ads	

Commented [AJ1]: @Pierce Georlett @Elise Goetz copied these from the spreadsheet. Do they need to be organized between FC and Refugee? at all?

Commented [EG1R2]: @Pierce Georlett, do you think it's easiest to just let Luis know we need to incorporate at least 2 images for each of these buckets? So like of the 6 variants, he can decide which ones to create variants with the following buckets?

Commented [AJ1R3]: @Pierce Georlett assigning this to you

<p>REFERENCE Bethany existing ads (Brandfolder/ Job folder) OR design inspiration</p>	<p>Current Step In Ads: NTL-990-WAD-25182 Step In optimization</p>
<p>Presentation</p>	
<p>INSPO Other</p>	<p>Year-end creative in the month of December.</p> <div data-bbox="337 680 630 1192"> <p>Bethany Christian Services Sponsored</p> <p>Your gift can fill the gap for a family facing a crisis situation. Be an answer to a prayer and the difference for a family near you this Christmas</p> <p>“Bear one another’s burdens” — GALATIANS 6:2</p> <p>bethany.org Faith in action for families Not affiliated with Meta Donate now</p> <p>1.2K 30 comments</p> <p>Like Comment Share</p> </div> <div data-bbox="634 680 911 1192"> <p>Bethany Christian Services Sponsored</p> <p>You donation means a family in your community can eat tonight, get to work tomorrow, keep the lights on, and stay together.</p> <p>I'll be home for Christmas</p> <p>bethany.org Families in your... Not affiliated with Meta Donate now</p> <p>1</p> <p>Like Comment Share</p> </div> <div data-bbox="337 1199 630 1614"> <p>Bethany Christian Services Sponsored</p> <p>When families are in hard time, you can bring light. Your \$20 donation fills the gap to provide groceries, gas, diapers, and life's necessities to keep them safely together.</p> <p>You are the light — MATTHEW 5:14</p> <p>bethany.org Act now. Your gift chang... Not affiliated with Meta Donate now</p> <p>67 2 comments</p> </div>



META Content Character count	Primary Text: 180 characters max Headline: 40 characters max Description: 40 characters max
META Creative ad sizes <small>(delete any sizes not needed)</small>	<ol style="list-style-type: none"> 1. Feed - 1080 x 1350 px (4:5) 2. Stories & Reels - 1080 x 1920 px (9:16) 3. Carousel - 1080 x 1080 px (1:1) <ul style="list-style-type: none"> • Video (Feed) - 1080 x 1350 px (4:5 or 1:1)

BRIEF

From intake request

- GROUP REQUESTING: Marketing
- PURPOSE:
- GOAL: Family Recruitment (FC parents)
- BACKGROUND/CONTEXT:
- CTA: Learn more

Commented [AJ2]: @Elise Goetz @Pierce Georlett is this right call to action? (not that actual messaging) but what we want people to do when looking at the ads?

Commented [EG2R2]: Learn more has been our usual CTA

AD UPDATES

Foster Care

- Job Number: NTL-370-WAD-26040 FC
- URL: <https://bethany.org/campaigns/step-in-domestic-fc>

Ad #1

Content:

Primary Text: Children in crisis need more than a place to sleep. They need someone who will show up in their hardest moments. They don't need just anyone—they need you.

Headline: When home isn't safe, someone needs to step in

Description: Step into a child's hardest moment with Christ-like love. Learn more today.

Content on ad design:

Subtext: Foster care isn't just about opening your home. It's about stepping into a child's hardest moment with hope.

Creative direction:

- Text-only design with bold, impactful typography
- "Step In" as massive, hero headline
- Large headline as primary focus
- Following what we did a lot of Year End fundraising

Ad #2

Content:

Primary Text: Do you have a heart for God's children? Step in to provide stability, belonging, and a future to a child who doesn't have a place to call home. Learn more about fostering with Bethany today.

Headline: Your open door becomes the doorway of countless opportunities 🚪

Description: Live out the love of Christ. Change a child's story through fostering.

Content on ad design:

Headline: You're not just opening your home

Subtext: You're changing a life.

Creative direction:

- Child's perspective: doorway view into welcoming home OR close up of hands held together

- Bold headline overlaid across center of image

Ad #3

Content:

Primary Text: Children who aren't safe at home have nowhere to go and no one to turn to. Your faith can be the answer to a child's biggest prayer. Learn about fostering today.

Headline: Provide a child with a home 🏠, help 🙏, and belonging 💖

Description: Step in to show a child she isn't alone.

Content on ad design:

Headline: Step in. Safe. Seen. Supported

Subtext: Become a foster parent with Bethany.

Creative direction:

- Text-only design with "Step In" at top, then each word stacked below
- "Step In" in different color or weight to distinguish from the three words

Ad #4

Content:

Primary Text: Do you see a need and feel called to step in? Welcome a child who needs stability, belonging, and a listening ear. Become a Bethany foster parent today.

Headline: Show a child it's not over—it's a new beginning

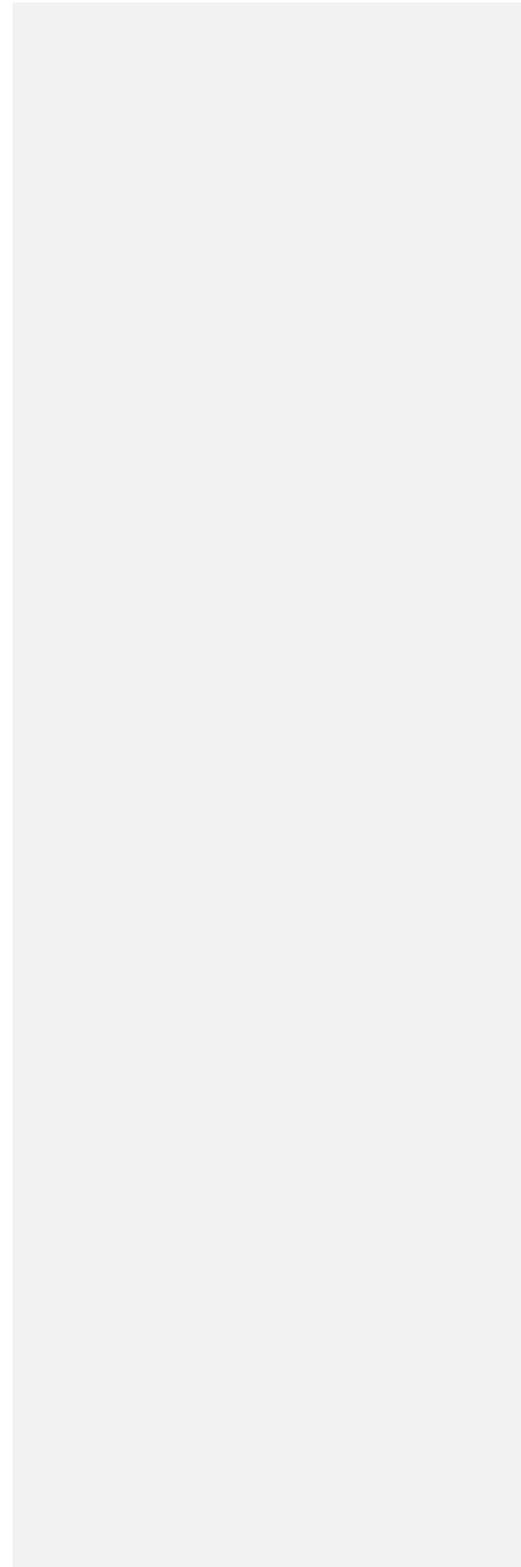
Description: Help a child overcome by stepping in to rewrite their next chapter.

Content on ad design:

Headline: Step in and stand beside families

Subtext: Foster parents help write comeback stories.

Creative direction:



- Journey and hope imagery: family on a path, sunrise/sunset silhouettes, or a child looking forward

Ad #5

Content:

Primary Text: Thinking about fostering? God doesn't call the equipped; he equips the called. Step in and say yes to being the hands and feet of Jesus through foster care today. 🙌

Headline: You might be seeing this for a reason

Description: Be part of the Bethany difference through foster care today.

Content on ad design:

Headline: Step in. You won't walk alone.

Subtext: Bethany's team supports you every step of the way.

Creative direction:

- Text-only design with "Step In" as opening statement
- "You Won't Walk Alone" as the main headline below
- Optional: subtle texture or pattern to add depth
- Following what we have been doing for Year End Fundraising

Ad #6

Content:

Primary Text: Step in to provide a child with the stability and safety they've never known. Learn how you can make a difference for a child through foster care today.

Headline: You already have what it takes 🙌

Description: Show a child the Christ-like love they deserve.

Content on ad design:

Headline: Ready to step in?

Subtext: Make a lasting difference. Become a foster parent.

Creative direction:

- Powerful, direct image: child's hopeful face, open door, or parent and child looking to future
- Bold, direct text positioned prominently
- Empowering and actionable feel

Video Ad #1 (15 seconds)

Content:

Primary Text: He's not your child, but he's someone's child. Most importantly, he's God's beloved child. Give a child a second chance through foster care with Bethany today.

Headline: How will you answer the call to step in? 📱

Description: Protect the child-like faith of those who need it most 🙏

STIFC/LTFC

- **Job Number:** NTL-339-WAD-26041 Refugee
- **URL:** <https://bethany.org/campaigns/step-in/uc-a>

Ad #1

Content:

Primary Text: Hope begins with you. Many children flee violence and poverty, separated from family, in need of safety. Your choice to step in brings dignity, comfort, and assurance they aren't alone.

Headline: Love them as yourself

Description: Learn about fostering today.

Content on ad design:

Headline: Step in

Subtext: Be the bridge to a child's brighter future. Become a refugee foster parent with Bethany.

Creative direction:

- Text-only design with bold, impactful typography
- "Step In" as a massive, hero headline

Ad #2

Content:

Primary Text: Step in and be a living expression of God's love. Provide a refugee child safety, connection, and a chance to heal and start over. Learn more about fostering with Bethany today!

Headline: He left the 99. Will you?

Description: Foster a child and provide hope today.

Content on ad design:

Headline: Step in and provide a safe landing place

Subtext: Unaccompanied children need stability, care, and a chance to heal.

Creative direction:

- Image of a welcoming home entrance, open door, or child being welcomed
- Bold headline overlaid across center of image

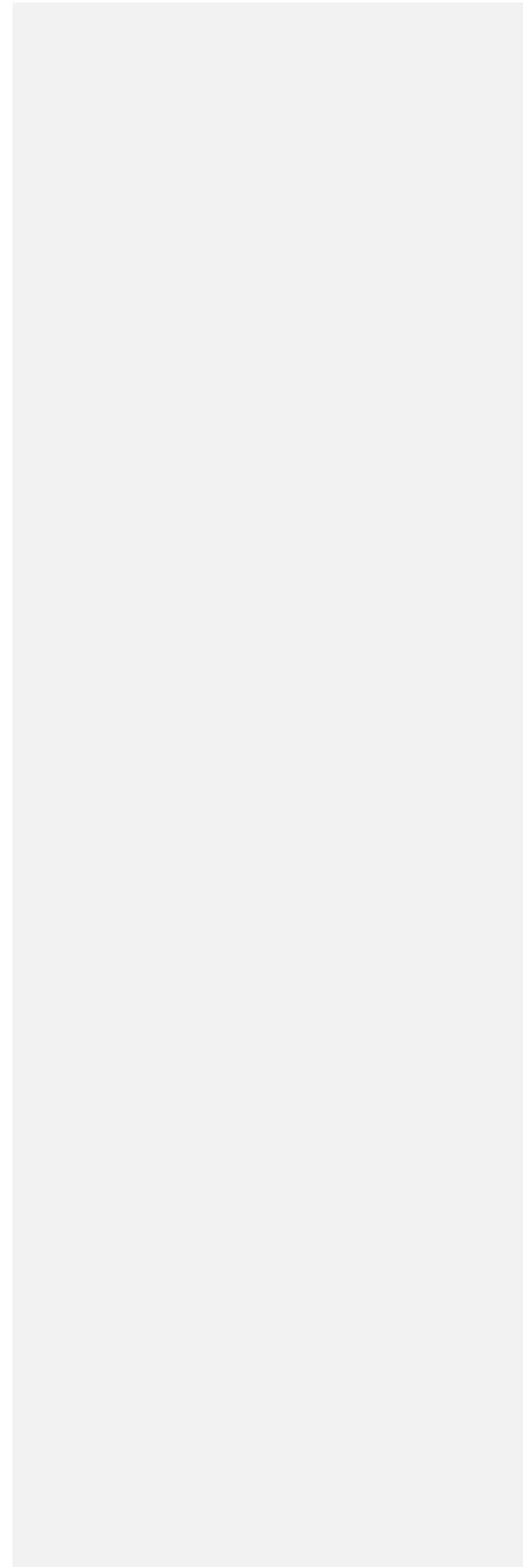
Ad #3

Content:

Primary Text: Show Christ-like love to a refugee child with a stable, safe, loving home. With Bethany, you can be the answer to a child and family's biggest prayer.

Headline: Faith in action starts here

Description: Step in. Show the love of Jesus today.



Content on ad design:

Headline: Step in. Safe. Loved. Connected.

Subtext: Refugee foster care with Bethany.

Creative direction:

- Text-only design with “Step In” at top, then each word stacked below

Ad #4

Content:

Primary Text: Being in a new place is scary. Your faith can be the welcome a refugee child needs. Step in by learning more about fostering today.

Headline: A safe place starts with you

Description: Open your home. Foster now.

Content on ad design:

Headline: Step in. Be their welcome home.

Subtext: Children have travelled far for a chance at a new life.

Creative direction:

- Journey and hope imagery: silhouettes looking forward, bridge imagery, or warm home interior
- Text positioned to create movement across the image

Ad #5

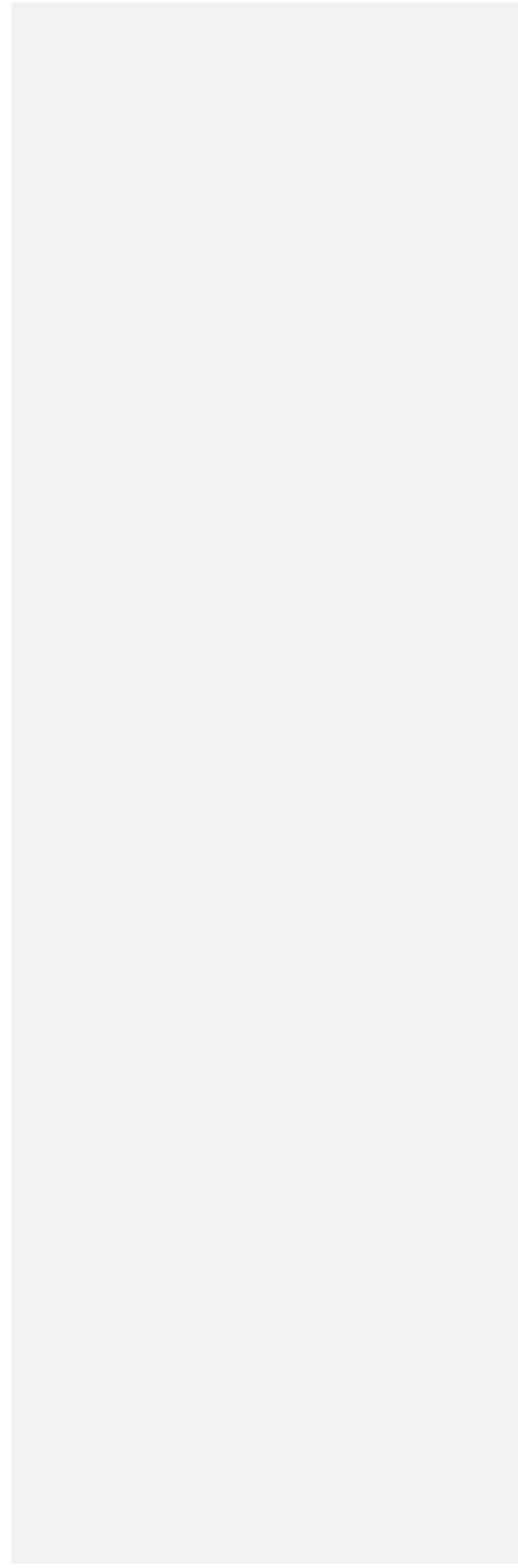
Content:

Primary Text: Imagine being forced to leave your home and parents. This turns a child’s life upside down. Step in to offer the safety and belonging a child desperately needs.

Headline: The love of God changes everything

Description: Foster one of God’s children today.

Content on ad design:



Headline: Step in. You won't walk alone.

Subtext: Bethany's team supports you in refugee foster care every step of the way.

Creative direction:

- Text-only design with "Step In" as opening statement
- "You won't walk alone" as main headline below
- Optional: subtle texture or pattern to add depth

Ad #6

Content:

Primary Text: For a refugee child, every new place feels uncertain. Your faith can be the welcome a refugee child longs for. Step in and help them feel safe.

Headline: No child should be alone

Description: Show God's love. Be a foster parent.

Content on ad design:

Headline: Ready to step in?

Subtext: Discover the impact of refugee and immigrant foster care with Bethany.

Creative direction:

- Powerful, direct image: child's hopeful face, family embracing, or foster family together
- Bold, direct text positioned prominently (call to action ad)

Video Ad #1 (15 seconds)

Content:

Content:

Primary Text: Nothing feels safe when you're forced to start over alone. But God can use your faith to bring a child comfort. Step in and offer the safety they long for.

Headline: It takes a village to raise a child

Description: Be Christ's welcome. Foster today.

On-screen text sequence:

[0-3 seconds] Step in.

[3-7 seconds] Thousands of unaccompanied children arrive at the U.S. border seeking safety.

[7-11 seconds] Be their welcome home.

[11-14 seconds] Become a refugee foster parent with Bethany.

[14-15 seconds] Bethany logo + website URL

Creative direction:

- Quick cuts of welcoming moments: greeting a child, sharing a meal, everyday care
- Bold “Step In” text overlays throughout
- Warm, intimate cinematography with natural lighting
- Uplifting background music, gentle and hopeful
- Each scene 2-3 seconds max for pacing
- End with clear call to action and Bethany branding

Video Ad #2 (30 seconds)

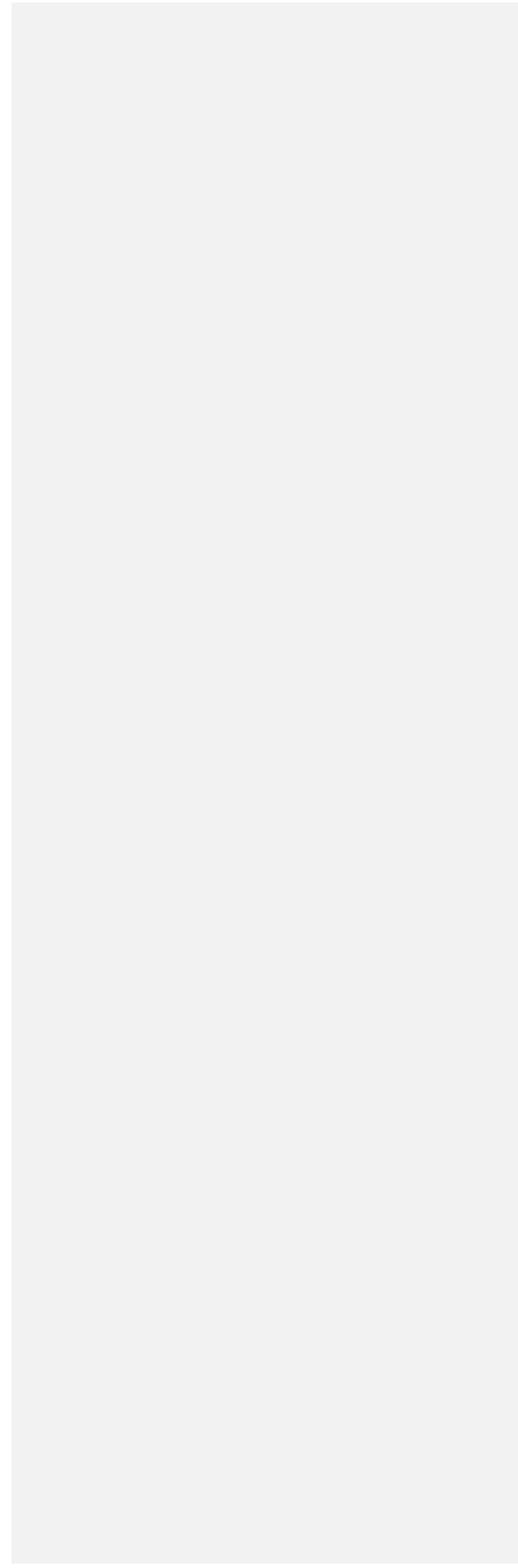
Content:

Primary Text: You’re more than a place to land. You’re the hope of a new beginning. Let your faith be the light in a child’s darkness. Step in and help them feel the hope of Christ.

Headline: Faith steps in for every child

Description: Be God’s hands and feet. Foster now.

On-screen text sequence



[0-3 seconds] Step in.

[3-7 seconds] Be the bridge to a brighter future.

[7-12 seconds] Unaccompanied children fleeing violence need more than safety.

[12-17 seconds] They need stability, care, and a chance to heal.

[17-22 seconds] Provide a safe landing place.

[22-26 seconds] You won't walk this path alone.

[26-29 seconds] Become a refugee foster parent with Bethany.

[29-30 seconds] Bethany logo + website URL

Creative direction:

- Narrative arc showing refugee foster care journey: arrival/welcome, settling in, cultural connection moments, support from Bethany
- Mix of intimate family footage and wider community/support shots
- "Step In" text appears at key moments throughout
- Emotional, cinematic feel with authentic moments (not overly staged)
- Warm color grading throughout
- Music builds from gentle to more hopeful/uplifting
- Include diverse families and children of various backgrounds
- Respectful imagery that honors dignity and resilience
- Final frame: clear call to action with website and Bethany branding