

# The Mustard Seed

## Easter Digital

# Google Display Ads

Static

Easter  
Digital

Google Display  
Ads: Static

Image  
Non-Religious

160 x 600



**LET HOPE RISE  
THIS EASTER.**

New  
beginnings  
start  
with a meal.

**GIVE NOW**



THE  
MUSTARD  
SEED

300 x 250



**LET HOPE RISE THIS EASTER.**

New beginnings start with a meal.

**GIVE NOW**



THE  
MUSTARD  
SEED

728 x 90



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Graphic  
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160 x 600

A vertical yellow banner with a heart icon containing a fork and spoon at the top. Below it is the text "LET HOPE RISE THIS EASTER." followed by "New beginnings start with a meal." At the bottom is a green "GIVE NOW" button and the "THE MUSTARD SEED" logo.

  
**LET HOPE RISE  
THIS EASTER.**  
New  
beginnings  
start  
with a meal.  
  
[GIVE NOW](#)  


300 x 250

A square yellow banner with a heart icon containing a fork and spoon at the top. Below it is the text "LET HOPE RISE THIS EASTER." followed by "New beginnings start with a meal." At the bottom left is a green "GIVE NOW" button and at the bottom right is the "THE MUSTARD SEED" logo.

  
**LET HOPE RISE THIS EASTER.**  
New beginnings start with a meal.  
  
[GIVE NOW](#) 


728 x 90

A horizontal yellow banner with a heart icon containing a fork and spoon on the left. In the center is the text "LET HOPE RISE THIS EASTER." followed by "New beginnings start with a meal." On the right is a green "GIVE NOW" button and the "THE MUSTARD SEED" logo.

 **LET HOPE RISE THIS EASTER.**  
New beginnings start with a meal. [GIVE NOW](#) 

300 x 600

A vertical yellow banner with a heart icon containing a fork and spoon at the top. Below it is the text "LET HOPE RISE THIS EASTER." followed by "New beginnings start with a meal." At the bottom is a green "GIVE NOW" button and the "THE MUSTARD SEED" logo.

  
**LET HOPE RISE  
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New beginnings  
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[GIVE NOW](#)  


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Image  
Religious

160 x 600



**FEED A HUNGRY  
NEIGHBOUR THIS  
EASTER.**

Share your  
blessings  
during the  
season  
of rebirth.

**GIVE NOW**



THE  
MUSTARD  
SEED

300 x 250



**FEED A HUNGRY NEIGHBOUR THIS EASTER.**

Share your blessings during  
the season of rebirth.

**GIVE NOW**



THE  
MUSTARD  
SEED

728 x 90



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300 x 600



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**GIVE NOW**



# Google Responsive Ad

Static



Easter  
Digital

Google  
Responsive Ads

Image

*\*Generated  
by Google and  
Aber. Only  
image creative  
is provided.*

1200x1200




1200x628



Example mockup

Example of your image ad at 160x600




Headline

Description

>

Example of your native ad at 480x120




Long headline

Ad Description

Business name

Open

Example of your image ad at 300x250



Headline

Description

>

Example of your text ad at 300x250


Headline

Business name

Description

OPEN

Example of your image ad at 728x90

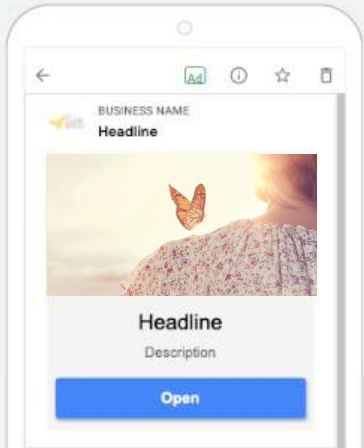


BUSINESS NAME

Headline

Description

Open






# Social Media

Facebook & Instagram


Easter  
Digital

Facebook Ad


Image  
Non-Religious



The Mustard Seed

Sponsored • 

Give the gift of food and hope for a new beginning. Provide Easter meals to your vulnerable neighbours for just \$3.51 each.





Your neighbours need you.


GIVE A MEAL THIS EASTER.

Donate Now

22 Likes · 8 Comments · 22 Shares

 Like


 Comment


 Share

Easter  
Digital


Facebook Ad

Graphic  
Non-Religious

**The Mustard Seed**

Sponsored • 

Give the gift of food and hope for a new beginning. Provide Easter meals to your vulnerable neighbours for just \$3.51 each.





**Let hope rise  
this Easter.**


Your neighbours need you.  
GIVE A MEAL THIS EASTER.

Donate Now

22 Likes 8 Comments 22 Shares

 Like


 Comment


 Share

Easter  
Digital


Facebook Ad

Image  
Non-Religious

**The Mustard Seed**

Sponsored • 

Share your blessings during the season of redemption and rebirth with your neighbours who are experiencing homelessness and hunger.





**Let hope rise  
this Easter.**


Give a meal this Easter.  
HELP A NEIGHBOUR IN NEED.

Donate Now

22 Likes · 8 Comments · 22 Shares

 Like

 Comment


 Share




Easter  
Digital


Facebook Ad

Graphic  
Non-Religious

**The Mustard Seed**

Sponsored • 

Share your blessings during the season of redemption and rebirth with your neighbours who are experiencing homelessness and hunger.




**Let hope rise  
this Easter.**


Give a meal this Easter.  
HELP A NEIGHBOUR IN NEED.

Donate Now

22 Likes 8 Comments 22 Shares

 Like

 Comment

 Share



The Mustard Seed

Sponsored • 🌐

An Easter meal can give someone who is experiencing homelessness and hunger a chance at a fresh start and a better tomorrow.



Help a hungry neighbour.  
(40 character limit)

DONATE NOW



Give a meal this Easter.  
(40 character limit)

DONATE NOW

Help your neighbours. (20 char)



Share your blessings.  
(40 character limit)

DONATE NOW

Please give today. (20 char)



Donate now at <URL>  
Let hope rise this Easter.

6 🗨️ 2 📄 3

Comment ➡ Share



The Mustard Seed

Sponsored •

An Easter meal can nourish someone who is hungry and experiencing homelessness and help them feel God's love in their heart.



Help a neighbour in need.  
(40 character limit)

Give a meal for \$3.51. (20 char)

DONATE NOW



Your neighbours need you.  
(40 character limit)

Help provide Easter meals. (20 char)

DONATE NOW



Share your blessings.  
(40 character limit)

Please give today. (20 char)

DONATE NOW



Donate now at <URL>  
Let hope rise this Easter.

6 2 3

Comment Share

Easter  
Digital

Instagram Ad

Image  
Non-Religious



Easter  
Digital

Instagram Ad

Graphic  
Non-Religious



Easter  
Digital

Instagram Ad

Image  
Religious

Company

19:33

<

Instagram



mustardseedyc

Your place >

Let hope rise  
this Easter.





394 likes

mustardseedyc

Easter is the season of hope, redemption and rebirth. For people in our community who are experiencing homelessness and are hurting, an Easter meal can change everything.  
  
Give today to help feed your neighbours in need and give them hope for a new beginning. Your \$3.51 can nourish someone who is hungry and help them feel God's love.

view all 12 comments

1

1

1





Easter  
Digital

Instagram Ad

Graphic  
Religious



# Overlay Ads

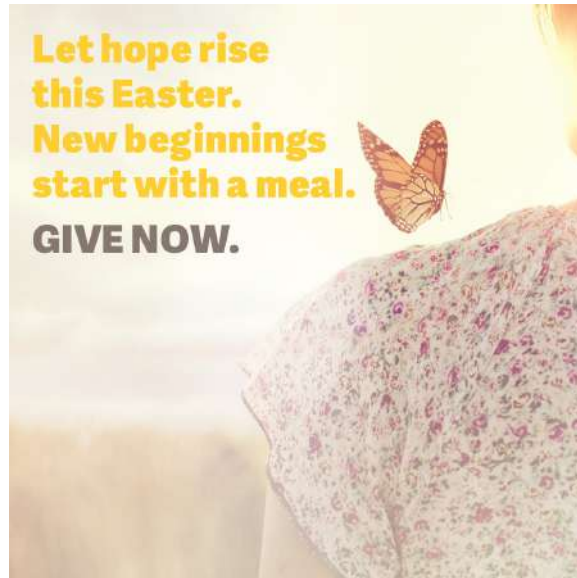
Facebook & YouTube

Easter  
Digital

Overlay Ad

Image  
Non-Religious

1080 x 1080



1200 x 628



Easter  
Digital

Overlay Ad

Graphic  
Non-Religious

1080 x 1080



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Easter  
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Overlay Ad

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Easter  
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1080 x 1080



1200 x 628





# Landing Page

Easter  
Digital

Landing Page  
Graphic



LET HOPE RISE THIS EASTER.

\$35

\$105

\$210

\$ Other

Donate Now



## Let hope rise this Easter.

**Help provide meals to your neighbours in need and give them hope for a new beginning.**

**This Easter, share the gift of a meal with a neighbour in need and let them know they are not alone.**



An Easter meal at a welcoming place like The Mustard Seed is the first step in giving someone who is experiencing homelessness a ray of hope for a better tomorrow.

Our preparations at Easter have a deeper meaning than usual. At this time of the year, the meals we offer our community's most vulnerable feature nutritious food, access to clean clothing, hygiene items and other essential services, and most of all — the chance for a new start.

Will you take a moment to make a donation to help us nourish and care for our city's homeless?

**For just \$3.51, you can help us fill our Easter table with nutritious meals and start making new beginnings possible!**

Please help us care for our most vulnerable neighbours by making a gift right now.



### New beginnings start with a meal

Your donation will also help provide:

- Healthy meals
- Clean clothing
- Employment support
- Safe shelter
- Health and wellness services
- Spiritual care

**Help serve a warm Easter meal to vulnerable neighbours  
in your city for just \$3.51 each.**

Donate Now

*Fear not, for I am with you; be not dismayed, for I am your God;  
I will strengthen you, I will help you, I will uphold you with my righteous right hand.  
Isaiah 41:10*



**Help provide meals to your  
neighbours in need and give them hope  
for a new beginning.**

**Give to neighbours in need this Easter.**

# Alt Images

Alternate Images



THANK YOU