**HHS Substance Abuse**

**Mentoring Campaign**

**Ad #1:**

*Image:*

Asian kid playing basketball

*Post copy:*

Mentors are in short supply, but kids who need help aren’t. Help kids in your community by becoming a mentor today.

*Link headline:*

He needs someone to listen to him.

*Link description:*

Be that someone. Be a mentor.

*CTA button:*

Sign Up

**Ad #2:**

*Image:*

Black kid sitting

*Post copy:*

There are kids in your community who need your guidance and kindness. Be there for them by being a mentor.

*Link headline:*

He needs someone who cares about him.

*Link description:*

Be that someone. Be a mentor.

*CTA button:*

Sign Up

**Ad #3:**

*Image:*

White kid playing soccer

*Post copy:*

There are kids in your community who need you to fill the role of mentor – and friend. Sign up to be a mentor today.

*Link headline:*

He needs someone who believes in him.

*Link description:*

Be that someone. Be a mentor.

*CTA button:*

Sign Up