

# Instruction for prayer advertisement videos

## 1. Project Overview

The objective of this project is to develop a series of engaging videos for Facebook advertisements for our individual church pages. We aim to inspire and encourage individuals to seek support through the prayers offered by our community. The project will focus on selected cities, intending to establish a profound connection with local residents.

## 2. Target Audience

Our target audience encompasses men and women of all ages, residents of the cities involved in the project. We are particularly interested in reaching individuals who might be navigating through difficulties and would benefit from spiritual support. Our goal is to provide a welcoming and empathetic community where faith and spirituality are tools for comfort and guidance.

## 3. Key Message

The videos should clearly communicate that our community is available and ready to provide support through prayer. We want each viewer to feel welcomed and understood, knowing they can rely on our support in times of need. Prayer is not just an act of faith, but an act of community and solidarity.

## 4. Creative Direction

The videos should radiate a sense of warmth, welcome, and hope. Each video will be filmed at an iconic location in each city, seeking to create an immediate and meaningful connection with the local audience. The visuals should highlight community, support, and the strength of prayer. The visual aesthetics should reflect the colors and iconography of the Seventh-day Adventist Church. The combination of real-life imagery and animations is welcome as long as they can communicate our key message clearly and attractively.

## 5. Technical Details

The videos should be no longer than 60 seconds, following Facebook's advertisement guidelines. Files should be delivered in MP4 or MOV formats, with resolutions of 1080 x 1080, 1080 x 1920, and 1080 x 1350. Each video should include subtitles to promote accessibility and ensure that our message reaches the broadest number of people.



# Prayer Ads Prayer Scripts

## Script 1

Are you feeling a little lost or disconnected in the digital chaos? You're more than a username to us. Behind this screen, real people are ready to listen, chat, and pray with you. My name is Pastor (INSERT NAME), and I want to encourage you to reach out, share what's on your heart, and know a genuine human connection is just a message away.

## Script 2

Amidst all the tech and noise, we're here offering something a little different. Not an automated response, but real people, real conversations, offering real prayer. Drop us a line. Whatever's weighing on you, we're here to share in it."

## Script 3:

"We love our tech, but there's more to life, right? We're here for that 'more.' We're here to connect, listen, and, if you're open to it, to offer a word of prayer. My name is Pastor (NAME), and our church is here to pray for you. Drop us a message. We're humans ready to talk and be there for you no matter what life throws your way."

## Script 4:

"Technology's fantastic... but it doesn't offer everything. For the important things in life- a compassionate ear or a heartfelt prayer - we're here. We're humans, not chatbots. Send us your concerns and your worries. Let's explore the power of prayer together."

## Script 5:

"Feeling alone? We've all been there. But you don't have to navigate this journey alone. We're here to lend an ear, chat, and offer prayer. Drop us a message. We want to help turn your loneliness into connection."

## Script 6:

"Loneliness can be a heavy load. But remember, you're not alone. We're here, ready to chat, listen, and offer a prayer. Send us a message. Let's shoulder the weight together."



**Script 7:**

"Life can feel like a puzzle sometimes, and no matter what you've tried, the pieces just won't fit. Maybe it's time to try something different... prayer. Whether you've done it in the past or not, we are here to share in human connection through prayer. Send us a message. Let's navigate this together, one step, one prayer at a time."

**Script 8:**

"Tried everything and still hitting a wall? We understand. Sometimes, sharing your worries and opening up to the possibility of prayer can bring a new perspective. Drop us a message. We're here to listen, share, and offer prayer."

**Script 9:**

Each week we gather to pray for our communities and their needs. How can we pray for you? Sends us a message, and we will add your concerns to our list when we gather as a church community and pray.

**Script 10:**

Each week, we come together as a church, not just as a group, but as a family. We gather to share in the triumphs and challenges of our communities. We lift our voices to offer support, hope, and prayer for those who need it. How about you? Is there something weighing on your heart? A joy you want to multiply or a worry you'd like to halve? Let us stand with you. Drop us a line, share your thoughts, or express your needs. How can we pray for you? Send us a message today."

**Script 11:**

"Every week, our church community gathers together in prayer. We pray for our communities, for the trials we know about, and for those we don't. We hold each other up, celebrating successes and facing challenges together. If you have something on your mind or a need that you haven't shared, we would love to hear it. How can we lend our voices to your cause? How can we lift you up in prayer? Please, send us a message. We're here for you."

**Script 12:**

"Every week, we gather to pray for our communities. We hold space for both triumphs and trials. How about you? What's on your mind? How can we include you in our prayers? We're here to listen, share, and uplift. Send us a message."

**Script 13:**

"Our weekly gatherings are not just about us, they're about our whole community. What's weighing on your heart? How can we lend our prayers to your cause? Let's carry the load together. Reach out and let us know how we can pray for you."

**San Francisco**

Navigating through life's ups and downs in San Francisco can feel like an uphill battle, but remember, you're not alone. Whether or not prayer has been part of your journey, we're here to offer it for you. As the pastor of San Francisco Central, I promise that our dedicated care team is ready to chat, listen, and if you're open to it, pray for you. We respect your trust, keeping our conversations completely confidential. Don't hesitate to experience the transformative power of prayer. You'll be connecting with real, caring individuals. Send us a message, and let us share your journey. We're here, ready and waiting.

In the fast-paced rhythm of San Francisco, it's easy to feel overwhelmed and isolated. But remember, you're not alone. We're here to accompany you, your Prayer Warriors from San Francisco Central. Simply send us your prayer request. Each message is met with understanding, love, and complete confidentiality. Just take the first step and click the button below. With prayer, we can invite peace and courage into your life. Together, let's navigate this journey.

**Silicon Valley**

Lost amidst the tech frenzy of Silicon Valley? Considering a different approach? Whether you've tried prayer before or not, our OOO Church team is here, ready to extend a helping hand. As your pastor, I assure you that your worries and hopes are safe with us. Start your journey towards courage through the transformative power of prayer. We're not bots, we're compassionate individuals ready to walk this journey with you. Send us a message, let's connect.

Feeling disconnected in the fast-paced Silicon Valley? Remember, there's a connection waiting for you here. We're the Prayer Warriors at OOO Church, ready to guide you on your



journey. Send us your prayer request, and know that it will be met with utmost respect and confidentiality. Click the button below to begin your journey. Let's explore the power of prayer together and rediscover hope and connection.

### **Silicon Valley**

Finding calm amidst the buzz of Silicon Valley can feel like a tall order. What about trying prayer? No matter your beliefs, we at OOO Church are here for you. I'm your pastor, and I assure our care team treats your concerns with utmost privacy and understanding. Overcome your hesitation and experience the serenity prayer can bring. Remember, we're not bots, just caring humans ready to offer love and support. Click the button below, let's connect.

Overwhelmed by the bustle of Milpitas? Remember, peace is just a prayer away. We're the Prayer Warriors at OOO Church, ready to pray with you. Share your prayer request, and know our care team will treat it with empathy and confidentiality. Click the button below and invite peace into your life. Together, through prayer, we can help bring tranquility into your life.

### **Mountain View**

Feeling like a small fish in the big pond of Mountain View? Let's help you find strength through prayer. No matter what you believe, our caring team here at Mountain View Central is here to support you. As your pastor, I ensure your experiences stay confidential with us. Uncover the resilience that prayer can provide. We are humans ready to lend an ear, not bots. All it takes is a click. We are here, ready to support you.

Feeling dwarfed in the shadows of Mountain View's giants? Remember, there's strength in unity. At Mountain View Central, we're ready to stand with you. Share your prayer request, trusting our care team to handle it with respect and confidentiality. Don't hesitate, just click the button. Let's uncover your inner strength together through prayer.

### **Central Coast**

Navigating life's ups and downs in OOO? Have you thought of praying? Whether or not you've tried it before, we're here to pray for you. As the pastor of OOO Church, our pastoral care team is always ready to provide private, confidential support. We witness the wonders of



prayer every day. Take that step, click the button below and you'll be chatting with an actual human who is ready to walk this journey with you. Let us join you in your journey.

Life can feel like a steep hill to climb in Templeton Hills. Remember, every hill climbed is a victory. We're the Prayer Warriors at OOO Church, ready to share your journey. Reach out to us. Every conversation is held in confidence. Click the button below, Together, through prayer, we can help you find courage and strength. Let's walk this journey together.

## **Fresno**

Facing a crisis in the heart of California? Let's shed some light through prayer. Whether you're a believer or not, we at Fresno Central are here to pray with you. As your pastor, I promise your interactions with us will remain confidential. Reach out, let's stand together. It can be hard to reach out, but the light of prayer can bring hope in the darkest times. No automated replies, just compassionate humans ready to offer love and support. Reach out to us. Just click the button below, we're here, ready and waiting.

Facing a crisis in the heart of California and feeling lost? Remember, there's always a light at the end of the tunnel. We're your Prayer Warriors at Fresno Central, ready to shine that light through prayer. Share your prayer request, and trust our care team to keep it confidential and treat it with compassion. Go ahead, click the button below. Staying in the dark can perpetuate the feeling of crisis, but with us, through prayer, we can bring hope and light into your life. Let's find this light together.

