

LEVEL UP AURORA

Weekly Content Pack

Build Skills. Build Confidence. Build Futures.

Forest Green #1E5631	Charcoal #333333	Bright Yellow #F2C14E	Warm Off-White #F7F7F2
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Prepared for James Whitfield • Nonprofit • Generated by the Level Up Aurora Portable Content Engine

Primary 90-day goal: secure 50 new recurring monthly donors before the fall program launch.

Primary CTA: "Become a monthly donor today and help us open the door for the next teen who is ready to build a future."

LEVEL UP AURORA CONTENT PACK

Week of	Monday, July 13, 2026
Theme	Donation Impact Week: a monthly gift is not just a donation. It is the pair of gloves, the ride, the certification, and the second chance.
Strategy focus	Activate (primary), supported by Trust, Reach, and Capture
Build type	1-week build • Graphics only • Donor and volunteer lean, shareable for families
Estimated execution time	About 90 minutes of the available 1 to 2 hours

Posting Schedule

Day	Platform	Piece	Time
Monday	Facebook	Piece 1: Anchor story post (Miguel)	20 min
Tuesday	Instagram	Piece 2: Donation impact carousel	25 min
Wednesday	Email	Piece 3: Donor impact email (email week)	20 min
Thursday	LinkedIn	Piece 4: Debt-free trades credibility post	15 min
Friday	Facebook + Instagram	Piece 5: Impact guide capture graphic	10 min

How this week works: Monday's anchor story does the heavy lifting. Tuesday repackages the same truth as a carousel. Wednesday converts warm readers by email. Thursday builds credibility with partners and professional donors. Friday captures new contacts with the impact guide. One story, five doors, all pointing to 50 new monthly donors before fall launch.

PIECE 1: MIGUEL KEPT HIS HOOD UP

Stage tag	TRUST
Platform	Facebook (anchor); repurpose to Instagram and LinkedIn with small edits
Format	Written Post
Media type	IMAGE
Hook pattern	Story cold-open

COPY

Miguel sat in the back with his hood up and didn't say a word.

That was two years ago, at our open house. His mom brought him. He wasn't sold. Most teens aren't, at first. Nobody had ever put a tool in his hands and said, "You can do this."

This year, at 17, Miguel passed his OSHA 10 certification. He started a paid apprenticeship with Rodriguez Electric, earning more per hour than most adults made at their first real job. His mom cried. Honestly, so did we.

Here's what made that possible: volunteers who showed up every Tuesday night. Donated tools. Mentors who said "try it again" instead of doing it for him.

And here's the part that keeps us up at night: 43 more teens are on our waiting list right now. Same potential. Same city. Just waiting for a seat at the workbench.

A monthly gift is what opens that seat. It is the pair of gloves, the ride to the workshop, the certification fee, and the second chance.

Become a monthly donor today and help us open the door for the next teen who is ready to build a future: [DONATION LINK]

CTA

Become a monthly donor today and help us open the door for the next teen who is ready to build a future.

HASHTAGS

#LevelUpAurora #SkilledTrades #AuroraIL #YouthMentorship #MonthlyGiving

MEDIA PROMPT

Create a bold and vibrant nonprofit brand visual for Level Up Aurora, a trades training and mentorship organization for teens. Aesthetic direction: saturated, energetic, community-centered design with strong blocks of color, confident scale, clean high-contrast layouts, and authentic workshop/trades imagery. Use Forest Green #1E5631 as the primary background or dominant brand block, Charcoal #333333 for readable text and grounding elements, Bright Yellow #F2C14E for highlights, calls-to-action, arrows, badges, and optimistic emphasis, and Warm Off-White #F7F7F2 for breathing room and clean content areas. Typography style: bold sans-serif, strong headline weight, clear sentence-case or short uppercase callouts, easy to read on mobile, no delicate or overly decorative lettering. Composition rules: one clear focal point, human-centered when possible, strong diagonal or grid-based structure, generous

margins, limited text, high contrast, and a clear visual path from story to impact to action. Mood and lighting: hopeful, motivated, practical, hands-on, warm, confident, community-built. Include visual cues such as work gloves, tools, wood, sparks, safety glasses, workshop tables, mentor-student moments, certification milestones, or community supporters when relevant. Never include: clip art, watermarks, cluttered layouts, generic stock-photo smiles, luxury styling, pastel-only palettes, unsafe tool use, unreadable text, or colors outside the palette.

SUBJECT OF THIS IMAGE: A teen in safety glasses at a workshop bench, focused on hands-on electrical practice, with a mentor beside him pointing at the work, warm workshop lighting, Forest Green brand block framing the scene and a small Bright Yellow accent badge area for the Level Up Aurora name.

Aspect ratio: 1:1 (1080x1080 px), optimized for Facebook feed.

Alternate crop: 4:5 (1080x1350 px) for Instagram feed reuse.

Note before posting: Miguel's story and the Rodriguez Electric partnership come from your own writing sample. Confirm you have permission to name both publicly; if not, swap to "a local electrical contractor" and a first-name-only reference.

PIECE 2: WHAT A MONTHLY GIFT ACTUALLY BECOMES

Stage tag	ACTIVATE
Platform	Instagram (also post to Facebook)
Format	Carousel (5 slides)
Media type	CAROUSEL
Hook pattern	Specific number

CAPTION

43 teens are on our waiting list right now.

Not because they lack potential. Because a seat at the workbench costs something: gloves, safety glasses, materials, rides, certification fees, and mentors' time.

That is exactly what a monthly gift covers. Not overhead. Not vague "support." The specific, physical things that turn a curious teen into a certified, paid apprentice.

Swipe to see what your gift becomes. Then become a monthly donor today and help us open the door for the next teen who is ready to build a future. Link in bio: [DONATION LINK]

ON-SLIDE TEXT

- Slide 1: A monthly gift is not just a donation.
- Slide 2: It is the pair of work gloves a teen never has to ask for.
- Slide 3: It is the ride to the workshop when there isn't one.
- Slide 4: It is the certification fee that turns practice into a paycheck.
- Slide 5: It is the second chance. 43 teens are waiting. Become a monthly donor today.

CTA

Become a monthly donor today. Link in bio.

HASHTAGS

#LevelUpAurora #SkilledTrades #TradesForTeens #AuroraIL #YouthDevelopment #MonthlyGiving #DebtFreeCareers #Mentorship

MEDIA PROMPTS (ALL SLIDES INHERIT THE MASTER DESIGN PROMPT)

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SLIDE 1 SUBJECT: Bold Forest Green title slide with the headline text in large Warm Off-White sans-serif, a single Bright Yellow underline accent, and a subtle workshop-table texture along the bottom edge.

SLIDE 2 SUBJECT: A pair of worn leather work gloves resting on a wooden workbench, dramatic warm lighting, Bright Yellow callout bar carrying the slide text.

SLIDE 3 SUBJECT: Early-morning street scene suggesting the ride to the workshop, a teen with a backpack near a vehicle door, hopeful light, Forest Green frame with the slide text in Off-White.

SLIDE 4 SUBJECT: A certification card or OSHA-style completion certificate on a workshop table beside safety glasses, Bright Yellow badge accent, slide text in bold Charcoal on Off-White block.

SLIDE 5 SUBJECT: Mentor handing a tool to a teen across a workbench, both in safety glasses, strong diagonal composition, Bright Yellow CTA button graphic reading **BECOME A MONTHLY DONOR**.

Aspect ratio: 4:5 (1080x1350 px), optimized for Instagram carousel, consistent across all slides.

PIECE 3: DONOR IMPACT EMAIL: YOU DID THAT

Stage tag	ACTIVATE (with Trust)
Platform	Email list
Format	Email (this is an email week)
Media type	NONE
Hook pattern	Curiosity gap (subject line)

SUBJECT LINE

The first win wasn't the certification

PREVIEW TEXT

Sometimes it is the second try. Here is what that looks like in Aurora.

EMAIL BODY

The first win is not always the certification. Sometimes it is the second try.

Two years ago, a teen named Miguel sat in the back of our open house with his hood up, silent. His mom brought him. He wasn't convinced there was anything here for him.

What changed things wasn't a speech. It was a mentor who handed him a tool, watched him get it wrong, and said, "Try it again." Week after week. Tuesday after Tuesday.

This year, at 17, Miguel passed his OSHA 10 certification and started a paid apprenticeship with a local electrical contractor. His mom cried. So did we.

If you have given, volunteered, or shared our work: you did that. Every tool, every Tuesday, every "try it again" traces back to someone like you.

Now here is the honest part. We have 43 more teens on our waiting list, and our fall program launch is coming fast. Our goal is 50 new recurring monthly donors before launch, because monthly gifts are what let us plan seats, order materials, and say yes to the next Miguel.

A monthly gift is not just a donation. It is the pair of gloves, the ride, the certification fee, and the second chance.

Become a monthly donor today and help us open the door for the next teen who is ready to build a future: [DONATION LINK]

With gratitude and sleeves rolled up,

James Whitfield

Level Up Aurora

CTA

Become a monthly donor today: [DONATION LINK]

MEDIA PROMPT

No image required. Optional: reuse Friday's donation impact graphic as a header, cropped to 2:1 (600x300 px).

PIECE 4: COLLEGE IS ONE PATH, NOT THE ONLY PATH

Stage tag	REACH
Platform	LinkedIn
Format	Written Post
Media type	IMAGE
Hook pattern	Bold claim

COPY

College is a good path. It is not the only path worth respecting.

In Aurora, we work with teens from working-class families who are smart, capable, and hungry for a future they can be proud of. Many of them will never light up on a college tour. Put a tool in their hands, though, and the whole conversation changes.

That is what Level Up Aurora does. After-school trades exposure in welding, electrical, and carpentry basics. Apprenticeship matching with local unions and contractors. Mentors who teach safely, let teens try again, and connect effort to a real paycheck, debt-free.

To the contractors, union leaders, and school counselors reading this: you are the bridge. A mentor hour, a tool donation, a referral, or a sponsorship turns a curious teen into a certified apprentice in your own labor pipeline.

And if you want the simplest way to invest: our goal is 50 new recurring monthly donors before our fall program launch. Monthly gifts are how we plan seats before teens ever walk in the door.

Message us to partner, or become a monthly donor here: [DONATION LINK]

CTA

Refer a partner, offer a mentor hour, or become a monthly donor before fall launch.

HASHTAGS

#SkilledTrades #WorkforceDevelopment #YouthMentorship #AuroraIL #Apprenticeship

MEDIA PROMPT

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visual cues such as work gloves, tools, wood, sparks, safety glasses, workshop tables, mentor-student moments, certification milestones, or community supporters when relevant. Never include: clip art, watermarks, cluttered layouts, generic stock-photo smiles, luxury styling, pastel-only palettes, unsafe tool use, unreadable text, or colors outside the palette.

SUBJECT OF THIS IMAGE: A credible, community-centered scene of a local contractor or union mentor in work attire guiding a teen through a safe hands-on step at a workshop table, tools organized in view, Forest Green brand block on one side with space for a short Off-White headline.

Aspect ratio: 1.91:1 (1200x627 px), optimized for LinkedIn feed.

PIECE 5: WHAT YOUR DONATION FUNDS (CAPTURE GRAPHIC)

Stage tag	CAPTURE
Platform	Facebook and Instagram
Format	Graphic (single image)
Media type	IMAGE
Hook pattern	Call-out-the-audience

CAPTION

To everyone who has ever asked, "What does my donation actually fund?": this one is for you.

Fair question. You deserve a straight answer, line by line: gloves, safety glasses, materials, rides, certification fees, and mentor-led workshop nights.

We put it all in one simple guide, "What Your Donation Funds: A \$25 / \$50 / \$100 Impact Guide." Join our email list and we will send it straight to you: [EMAIL SIGNUP LINK]

Already convinced? Become a monthly donor today and help us open the door for the next teen who is ready to build a future.

EXACT ON-GRAPHIC TEXT

- Headline: WHAT YOUR DONATION FUNDS
- Subline: Gloves. Rides. Certifications. Second chances.
- CTA badge: GET THE FREE IMPACT GUIDE
- Footer: Level Up Aurora • Build Skills. Build Confidence. Build Futures.

CTA

Join the email list to get the impact guide; secondary ask to become a monthly donor.

HASHTAGS

#LevelUpAurora #NonprofitTransparency #SkilledTrades #AuroraIL #MonthlyGiving

MEDIA PROMPT

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SUBJECT OF THIS IMAGE: A bold donation impact graphic showing work gloves, safety glasses, and a workshop table arranged with clean grid structure, a clear visual pathway from monthly gift to student opportunity, headline area on a Forest Green block, CTA badge in Bright Yellow.

Aspect ratio: 1:1 (1080x1080 px), optimized for Facebook feed.

Alternate crop: 4:5 (1080x1350 px) for Instagram feed.

Setup note: this piece assumes the impact guide and email signup exist. If the guide is not built yet, post everything else this week and hold Piece 5 until it is ready, or change the CTA badge to BECOME A MONTHLY DONOR with [DONATION LINK].

BEFORE YOU POST: FINAL QUALITY CHECK

Run every piece through this filter before it goes live. Fix anything that fails; do not post it anyway.

- It sounds like James Whitfield could say it out loud in a workshop.
- The first line stops the scroll; no greetings, no "I wanted to share."
- Every piece carries its stage tag, and the week covers Trust, Activate, Reach, and Capture.
- Bracketed fill-ins are completed: [DONATION LINK] and [EMAIL SIGNUP LINK].
- Nothing is fabricated. Miguel's details match your writing sample, and partner names are confirmed for public use.
- Every visual uses the Level Up Aurora palette, safe tool use, and the correct aspect ratio.
- Every CTA ladders up to 50 new recurring monthly donors before fall launch.

Save this file as `LUA_ContentPack_2026-07-13.docx` per your naming convention. Next week, open the engine, answer the startup questions with what actually happened, and build again. Consistency wins this campaign.