

YOUR BRAND BLUEPRINT

Level Up Aurora

Nonprofit | Prepared July 8, 2026

A practical brand, content, and design strategy for moving supporters from awareness to recurring monthly giving.

Built from the completed Business Blueprint Questionnaire for Level Up Aurora.

SECTION 1: BRAND IDENTITY

Brand Voice Paragraph

Level Up Aurora sounds like someone standing in the workshop with sleeves rolled up, talking straight to people who care. The voice is inspirational without getting vague: it names real kids, real wins, real barriers, and real next steps. It is direct and bold enough to say, “Let’s go get them,” but compassionate enough to pause for the mother who cried and the volunteer who showed up every Tuesday. Content should use plainspoken sentences, concrete proof, and a steady rhythm that moves from story to impact to action. The brand should make people feel hopeful and motivated, never guilty or talked down to.

Brand Summary

Level Up Aurora helps teens from working-class families in Aurora see and pursue career paths in the skilled trades without taking on college debt. Through after-school trades exposure, apprenticeship matching, and community-backed fundraising, the organization connects young people with tools, mentors, confidence, and paid opportunities. What makes the brand different is its practical hope: it does not just tell teens they have potential; it puts a tool in their hands, a mentor beside them, and a real next step in front of them.

Color Palette

Color Name	HEX Code	Use
Forest Green	#1E5631	Primary brand color; use for headers, buttons, strong backgrounds, and trust-building moments.
Charcoal	#333333	Neutral text color; use for body copy, captions, and clean contrast.
Bright Yellow	#F2C14E	Accent color; use for highlights, calls-to-action, statistic callouts, and optimism.
Warm Off-White	#F7F7F2	Supporting neutral; use for background space so the palette feels bold but readable.

Voice Descriptors

Descriptor	What It Means in Practice
Inspirational	Show what is possible through real student progress, mentor moments, and community wins.
Direct	Say the need, the impact, and the action clearly without overexplaining or softening the ask.
Compassionate	Honor families, teens, volunteers, and donors as people, not statistics.
Bold	Use confident language, strong visuals, and clear calls-to-action that match the urgency of the mission.

Mission Statement

Every teen in Aurora deserves to see a future they can build with their own hands.

Vision Statement

A generation of young tradespeople earning strong wages in their own community, debt-free.

Tagline

Recommended: Build Skills. Build Confidence. Build Futures.

Option 2: Real Tools. Real Mentors. Real Futures.

Option 3: A Future They Can Build.

SECTION 2: AUDIENCE & POSITIONING

Ideal Audience Profile

Level Up Aurora speaks to three connected audiences. The first is teens ages 14–18 from working-class families who may not see college as the right path but still want a future they can be proud of. The second is families who want practical, affordable, respected options for their children and need reassurance that the trades are safe, legitimate, and financially viable. The third is donors, volunteers, school counselors, local unions, and contractors who want to invest in young people and see exactly what their time, money, and tools make possible. These audiences are reachable through Facebook, Instagram, LinkedIn, email, school counselor referrals, union partnerships, local contractor networks, and community storytelling.

Core Problem You Solve

Lack of knowledge: Many teens and families simply have not been shown what a skilled trades pathway can look like. Level Up Aurora makes the path visible through hands-on exposure, mentor relationships, OSHA 10 milestones, apprenticeship matches, and stories that connect training to wages, pride, and community.

Lack of confidence: Teens who have been overlooked or unsure of their next step often need more than information. They need someone to hand them a tool, teach them safely, let them try again, and believe they can do it. Level Up Aurora builds confidence through repetition, mentorship, visible progress, and real opportunities.

Positioning Statement

Level Up Aurora helps teens from working-class families build real career paths without college debt through hands-on trades training, mentorship, and apprenticeship connections.

SECTION 3: MARKETING STRATEGY — THE FLAGSHIP FRAMEWORK

Your marketing runs on five stages. Every piece of content you create serves one of these.

Stage	What It Means for You	Your Specific Play
REACH	Get seen by supporters and the community.	Use Facebook and Instagram for local community stories, LinkedIn for union/contractor/donor credibility, and partner shares from school counselors, unions, and contractors. Lead with student wins, waiting-list urgency, and the debt-free trades pathway.
CAPTURE	Turn attention into supporter contacts.	You already have an email list, so make email capture more intentional. Create one simple downloadable or landing-page resource: “What Your Donation Funds: A \$25/\$50/\$100 Impact Guide” or “Trades Pathways for Aurora Teens: A Parent & Supporter Guide.”
TRUST	Nurture with impact stories and updates.	Send one short monthly impact email built around a student, volunteer, tool donation, certification, or apprenticeship match. Keep the Miguel-style storytelling: one person, one turning point, one specific result, one clear next step.
ACTIVATE	Turn supporters into donors, volunteers, and participants.	Use the Donate CTA consistently. In posts and emails, connect the ask to fall program launch: “Help us add 50 monthly donors before the next group of students walks in.”
CLOSE	Steward, thank, and turn givers into repeat champions.	After each donation, send a thank-you that names what the gift makes possible. Feature recurring donors and volunteers as part of the team, not just funders. Invite them to Build Night and progress updates.

SECTION 4: MINIMUM VIABLE CONTENT ENGINE

Your Weekly Rhythm

With 1–2 hours per week, the goal is consistency without burnout. Create one strong story or teaching point each week, then repurpose it lightly across platforms.

Weekly Asset	Format	Where It Goes
1 primary post	Written post or short-form video	Facebook first, then Instagram and LinkedIn with small edits.
1 simple graphic/carousel	Before/after, quote, stat, FAQ, or donation impact graphic	Instagram and Facebook; use LinkedIn when it supports partner/donor credibility.
1 email every other week	Short impact note or donor update	Email list; reuse the same story from the primary post.
Optional 10-minute capture	Phone photo or quick student/volunteer quote	Save for future posts when the week gets busy.

Your First 3 Content Topics

FAQ	Content Topic	Suggested Hook
How do I sign my teen up, and does it cost anything?	Explain the teen/family pathway: eligibility, cost, what to expect, and how to join the list.	“Your teen does not need experience. They need curiosity, a safe place to learn, and someone willing to show them how.”
Do the trades really pay as well as people say?	Share a plain-language post about wages, apprenticeship earning potential, and debt-free career paths.	“College is one path. It is not the only path to a strong paycheck and a proud future.”
What does my donation actually fund?	Break down donation impact using specific examples: tools, safety gear, OSHA 10, transportation, mentor support, workshop supplies.	“A monthly gift is not just a donation. It is the pair of gloves, the ride, the certification, and the second chance.”

Platform Priority

Primary platform: Facebook, because the organization’s community, families, volunteers, and local supporters are most likely to share and respond there. Repurposing targets: Instagram for bold visuals, student moments, carousels, and short-form video; LinkedIn for donors, contractors, union partners, and credibility; Email for warm stewardship and recurring donor conversion; Website/Blog for evergreen FAQ pages and donation explanations.

SECTION 5: 90-DAY FOCUS

The Goal

Secure 50 new recurring monthly donors before the fall program launch.

How Content Feeds It

Every week should make the same case from a different angle: Aurora teens are ready, the pathway is real, and recurring donors make the fall program possible. Reach content gets the mission in front of families, volunteers, contractors, unions, and local supporters. Capture content gives curious supporters a reason to join the email list, while trust content shows proof through student stories, certifications, mentors, and donation impact. Activation content should make the monthly donor ask clear, specific, and repeated often enough that supporters know exactly how to help.

Primary Call-to-Action

Use this exact phrase at the end of donor-focused content: “Become a monthly donor today and help us open the door for the next teen who is ready to build a future.”

SECTION 6: YOUR MASTER DESIGN PROMPT

Paste this prompt into any AI image tool, add what the image is about, and every visual you create will match your brand.

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: [describe what this specific image should show]

SECTION 7: HANDOFF BLOCK

NEXT STEP: POWER YOUR CONTENT

This document is your Brand Blueprint. It is the fuel for The Content Pack Generator.

1. Save this ENTIRE document (everything from “YOUR BRAND BLUEPRINT” to here).
2. Open The Content Pack Generator.
3. Upload or paste TWO things: this Blueprint AND your completed questionnaire.
4. Say: “Build my weekly Content Pack.”

Keep both documents somewhere safe. Update your Blueprint whenever your offers, goals, or brand evolve; your content will evolve with it.