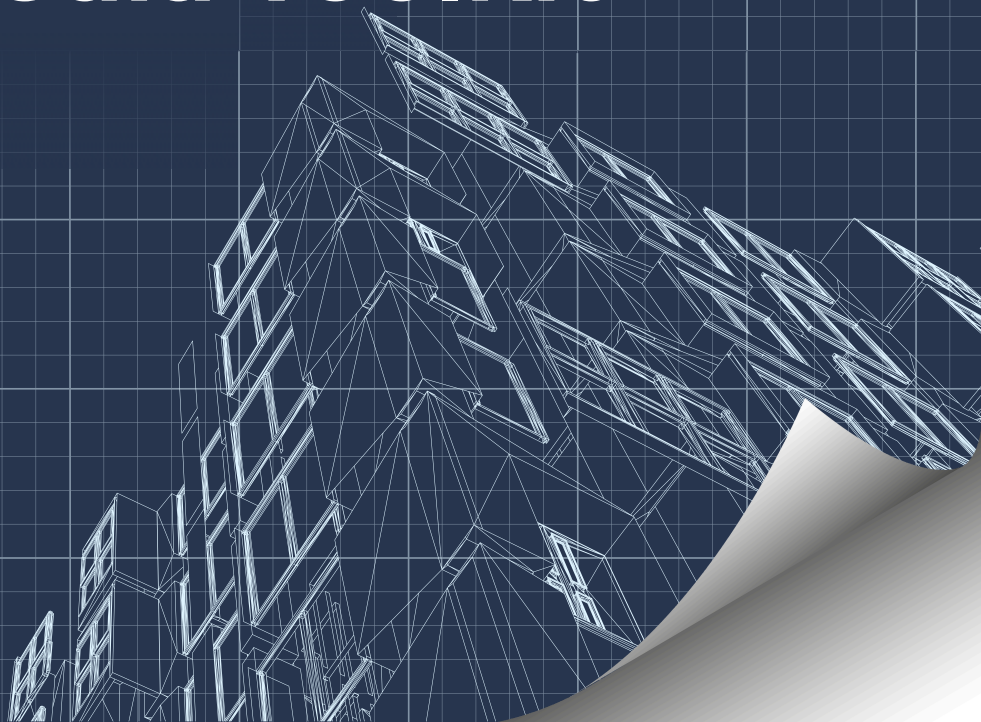




BLUEPRINTS

for a *better tomorrow*

GivingTuesday Social Media Toolkit



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CAMPAIGN OVERVIEW

Blue Door's GivingTuesday supports Construct!

Construct is Blue Door's 8-week skilled trades training program that launches vulnerable individuals into successful, long-term careers.

Participants gain:

- In-class training
- Hands-on experience
- Wraparound supports

**Construct breaks down barriers,
opening doors to opportunity.**

☒ **GivingTuesday - December 1, 2026**

☒ **All proceeds go to Blue Door's Construct**

☒ **\$50,000 matching opportunity**

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CAMPAIGN MESSAGING

A better tomorrow start with a blueprint.

Construct provides that blueprint through hands-on training, paid experience, and support that helps participants build the skills and confidence to pursue meaningful employment.

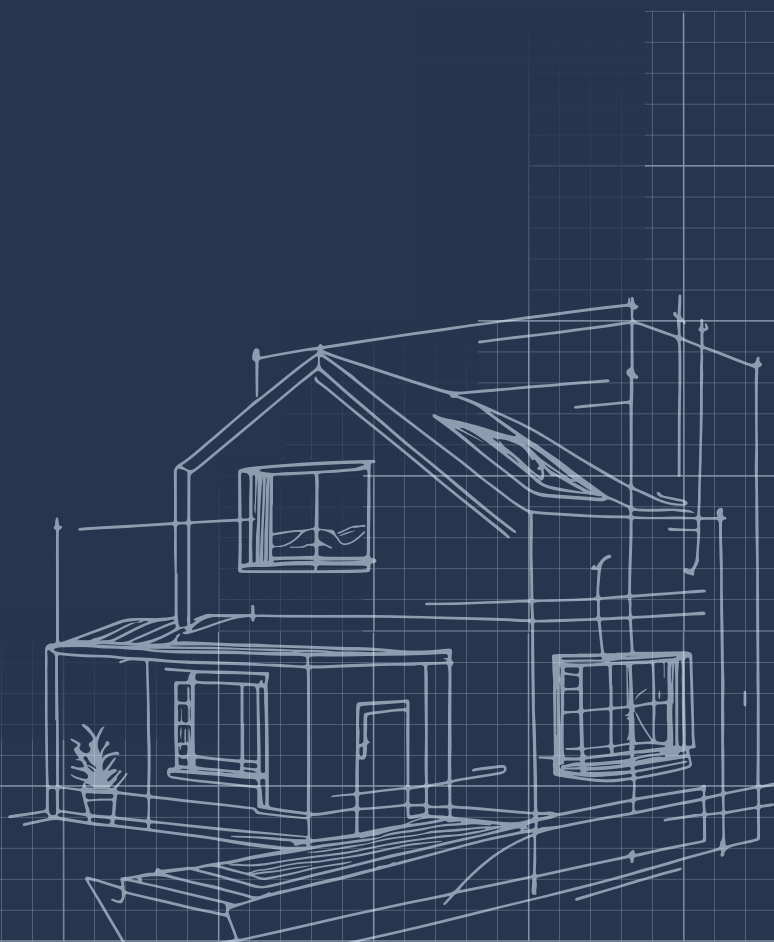
This GivingTuesday, your donation will give a vulnerable youth or adult the skills, experience, and support needed to secure a meaningful, well-paying career in the trades and a future free from homelessness.

Suggested Hashtags

#BlueprintsForABetterTomorrow
#BlueDoorGivingTuesday
#BuildingFutures
#SupportConstruct
#TrainingForSuccess
#CareerPathways
#BuildABetterTomorrow
#Construct
#BlueDoor

Donation Link

bluedoor.ca/donate

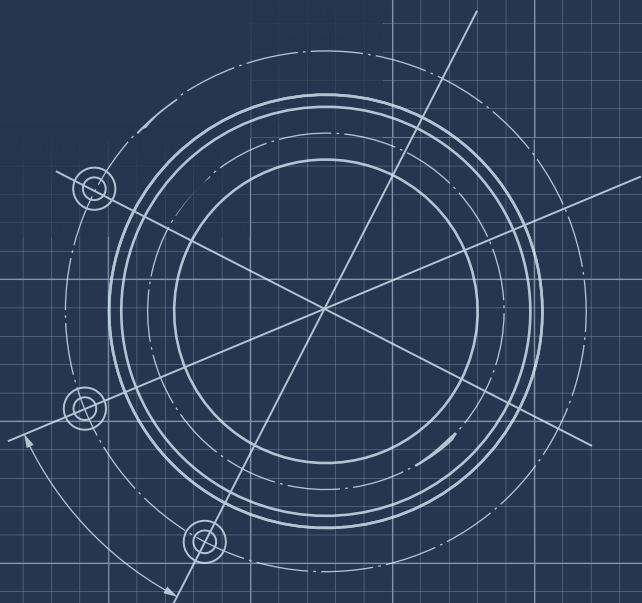


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HOW TO USE THIS TOOLKIT

- ☒ Choose a post from the ones provided
- ☒ Download the corresponding graphic
- ☒ Personalize the opening sentence (if desired)
- ☒ Include the campaign donation link
- ☒ Tag Blue Door's social media
- ☒ Post during the suggested campaign window



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BRAND GUIDELINES

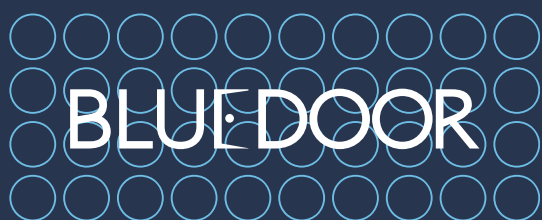
Logo Don'ts

BLUE·DOOR

Altered Transparency

BLUE·DOOR

Incorrect Orientation



Distracting Background



Poor Constrast Background

Blue Door Logos

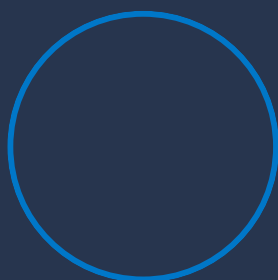
Blueprints for a Better
Tomorrow Logos

BLUEPRINTS

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BRAND GUIDELINES

Colours

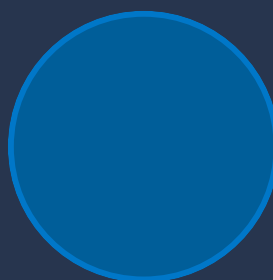


Construct Navy

HEX: #27354E

RGB: 39, 53, 78

CMYK: 50, 32, 0, 69



Azure Blue

HEX: #005E99

RGB: 0, 94, 153

CMYK: 100, 38, 0, 40

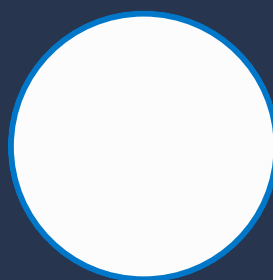


Powder Blue

HEX: #DFF4FF

RGB: 223, 244, 255

CMYK: 13, 4, 0, 0



Cloud White

HEX: #FCFCFC

RGB: 252, 252, 252

CMYK: 0, 0, 0, 1

Fonts

Montserrat

Headings and Body Copy

AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoPpQqRrSsTtUu
VvWwXxYyZz

Linotype Felt pen

Highlights + Important info

*AaBbCcDdEeFfGgHhIiJjKkLlM
mNnOoPpQqRrSsTtUuVvWwXx
YyZz*

BLUEPRINTS

for a *better tomorrow*

SOCIAL POST 1

Suggested Copy

A better tomorrow starts with a blueprint. 🏠

This GivingTuesday, we're proud to support Blue Door's Construct program, an 8-week skills training program where people experiencing homelessness build the skills, confidence, and connections needed to pursue employment and a more stable future.

And this year, every donation will be matched dollar-for-dollar, up to \$50,000! That means your support will go twice as far in building pathways to opportunity and independence.

Be part of the blueprint. Build a better tomorrow. ❤️

Donate Today: bluedoor.ca/donate 🔗

#BlueDoorGivingTuesday
#BlueprintsForABetterTomorrow
#SupportConstruct #BuildABetterTomorrow

Graphic



[Download Graphic](#)

BLUEPRINTS

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SOCIAL POST 2

Suggested Copy

This GivingTuesday, we're proud to support Blue Door's Construct program! 🏗️

Construct helps people experiencing homelessness:

- ✓ Build skills.
- ✓ Build confidence.
- ✓ Build futures.

We're supporting Blue Door's #BlueprintsForABetterTomorrow campaign because we believe everyone deserves the opportunity to build a better future.

And this GivingTuesday, every donation to Construct will be matched dollar-for-dollar, up to \$50,000, doubling the impact of your gift!

Join us in supporting Blue Door this GivingTuesday and be part of the blueprint. 💙

Donate Today: bluedoor.ca/donate 🔗

#BlueDoorGivingTuesday #Construct
#BuildABetterTomorrow

Graphic



[Download Graphic](#)

BLUEPRINTS

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SOCIAL POST 3

Suggested Copy

This GivingTuesday, we're supporting Blue Door's Blueprints for a Better Tomorrow! 🚧🔨

Double your impact this GivingTuesday. Every gift to Construct will be matched dollar-for-dollar, up to \$50,000!

Construct provides training, hands-on experience, and wraparound supports to vulnerable individuals, building the skills and confidence needed to pursue long-term, well-paying careers in the construction trades.

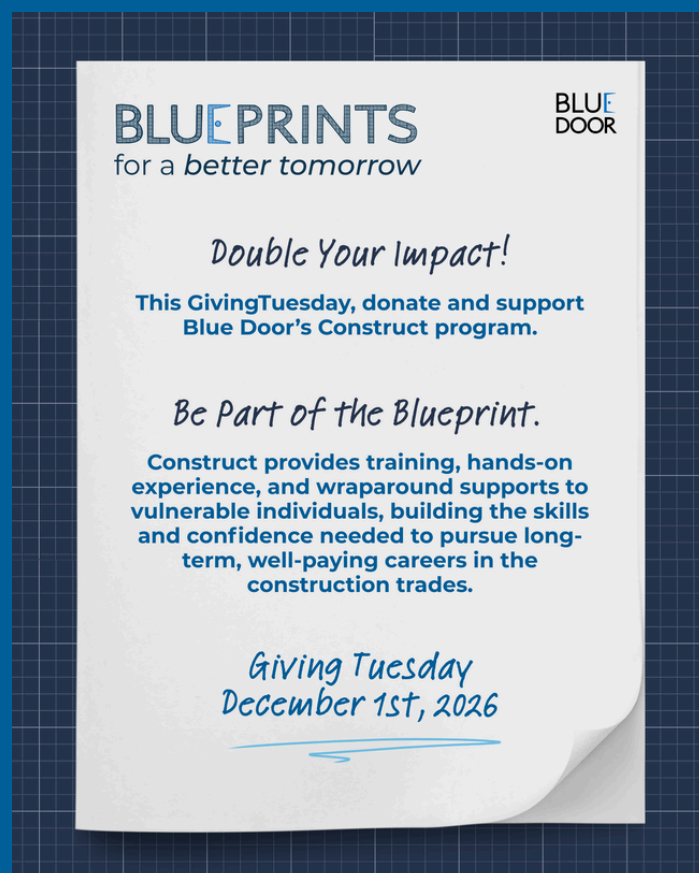
We're supporting Blue Door because we believe everyone deserves the opportunity to build a stable future free from homelessness.



Donate Today: bluedoor.ca/donate 🔗

#BlueDoorGivingTuesday #BlueDoor
#SupportConstruct
#BlueprintsForABetterTomorrow
#BuildABetterTomorrow

Graphic



[Download Graphic](#)

BLUEPRINTS

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SPONSOR POST

Suggested Copy

We're a proud matching sponsor of Blue Door's Blueprints for a Better Tomorrow GivingTuesday campaign! 💙🔨

Construct provides 8 weeks of skilled trades training, work experience, and wraparound supports build the skills and confidence needed to move toward long-term employment.

The impact is significant:

- ✓ 98% program completion
- ✓ 80% move into employment
- ✓ 1200+ people trained

This GivingTuesday, we're helping make every donation go even further. Gifts to Construct will be matched dollar-for-dollar, up to \$50,000, doubling the impact for people working toward a more stable future. 🏠

Donate Today: bluedoor.ca/donate 🔗

#BlueDoorGivingTuesday #MatchingSponsor
#BlueprintsForABetterTomorrow

Graphic



[Download Graphic](#)