

Day of Action

TOOLKIT | OCTOBER 2025

acementor.org | [@acementor](https://twitter.com/acementor)



ACE MENTOR PROGRAM
ARCHITECTURE • CONSTRUCTION • ENGINEERING

5TH ANNUAL DAY OF ACTION

October 17th, 2025

The ACE Mentor Program's Day of Action is a nationwide celebration held in October, bringing together students, mentors, alumni, and industry partners to highlight the program's impact. The day is about raising awareness of ACE's mission—introducing high school students to careers in architecture, construction, and engineering—while showcasing the life-changing opportunities created through mentorship, scholarships, and hands-on experience in the AEC industry.

Beyond awareness, Day of Action also drives engagement and support. Affiliates and partners across the country will participate through social media campaigns, student spotlights, community events, and fundraising efforts. It's a chance to amplify ACE's legacy of empowering more than **14,000** students, awarding over **\$37 million** in scholarships, and connecting future leaders with more than **5,000** mentors who make this work possible.

ACCESS DAY OF ACTION : [FOLDER HERE](#)

LOGOS

[ACCESS HERE](#)



HERE ARE THE OFFICIAL ACE MENTOR PROGRAM LOGOS TO REPRESENT OUR BRAND CONSISTENTLY ACROSS YOUR MATERIALS. PLEASE DO NOT ALTER OR MODIFY THE LOGOS IN ANY WAY.

Horizontal, Vertical, White, and Black logos available

SIGNATURES

[ACCESS HERE](#)



ADD ONE OF THESE BANNERS TO YOUR EMAIL SIGNATURE TO HELP SPREAD THE WORD! THEY SHOWCASE ACE'S 5TH ANNUAL DAY OF ACTION WHILE HIGHLIGHTING OUR 30+ YEARS OF IMPACT. JUST INSERT THE IMAGE INTO YOUR EMAIL SIGNATURE AND LINK IT TO [ACEMENTOR.ORG](https://acementor.org).

PROFILE BANNERS

[ACCESS HERE](#)



ADD ONE OF THESE BANNERS TO YOUR LINKEDIN PROFILE TO HELP SPREAD THE WORD! THEY HIGHLIGHT ACE'S 5TH ANNUAL DAY OF ACTION AND OUR 30+ YEARS OF IMPACT. SIMPLY UPLOAD THE BANNER AS YOUR LINKEDIN COVER IMAGE AND HELP US SHARE THE MESSAGE!

GRAPHICS

[ACCESS HERE](#)



JOIN LOCAL AFFILIATE



SAVE THE DATE



ACE DAY 2025

CHOOSE FROM THE PROVIDED GRAPHICS TO PROMOTE ACE DAY OF ACTION 2025 ON YOUR SOCIAL MEDIA ACCOUNTS. ACCESS OUR SOCIAL MEDIA OUTLINE TO GET EDITING ACCESS TO THESE FILES.

SOCIAL MEDIA OUTLINE

[ACCESS HERE](#)

THIS SOCIAL MEDIA KIT INCLUDES:

- **Pre-ACE Day of Action content** (graphics, captions, banners, and signature) to build awareness before October 17th.
- **Day-of-Action content** (posts, Reels templates, captions) to celebrate and drive engagement on October 17th.
- **Sample captions & hashtags** for both pre-day and day-of posts, ready to copy and adapt.
- **Affiliate customization options** with Canva template links for easy editing.
- **ACE national handles & Linktree** for tagging, resharing, and directing audiences to get involved.

📌 Be sure to tag @acementor and use #ACEDayofAction2025 across all platforms to amplify our impact.



ACE Mentor Day of Action Campaign | Now – October 17, 2025

Campaign Digital Ads to support ACE Mentor

*Please note that all ACE Mentor digital ads in our shared folder consist of fixed images and text. Should you wish to alter the photos or text, Canva template links are conveniently provided for you down below.

Pre-ACE Day of Action (prior to October 17th)

Please complete the following steps before October 17th:

- **Add your Ace Day of Action email signature to help spread awareness.**
 - Digital Signatures found [here](#)
- **Update your social media profiles with **any** of the following content.**
 - Link to [acementor.org](#) or your own webpage.
 - Profile banner (1584 x 396px): [here](#)
 - Logos (500x500px): [here](#)
- **Share Pre-ACE Day of Action graphics on your social media channels.**

(1080x1350 works best on Instagram; 940x788 for Facebook; 1080x1080 LinkedIn/X)

 - **Upload a Reel: Template link [here](#)** (only found on this document.) Make sure you add music! With this link you can change text, videos, and images.
 - **Join Your Local Affiliate:**
 - Digital Ads (1080x1080) [here](#) | Template link [here](#)
 - Digitals Ads (1080x1350) [here](#) | Template link [here](#)
 - Digital Ads (940x788) [here](#) | Template link [here](#)
 - **Save-the-Date:**
 - Digital Ads (1080x1080) [here](#) | Template link [here](#)
 - Digitals Ads (1080x1350) [here](#) | Template link [here](#)
 - Digital Ads (940x788) [here](#) | Template link [here](#)



THANK YOU FOR YOUR SUPPORT OF ACE DAY OF ACTION 2025!

**YOUR EFFORTS HELP EMPOWER STUDENTS, MENTORS, AND
COMMUNITIES TO CONTINUE SHAPING THE FUTURE OF THE AEC INDUSTRY.**

