



Level Two Inc Program Goals and Objectives

PROJECT: Coworking and Business Education

by Danielle Bell, Executive Director

The goal of our non-profit organization is to foster a thriving community where individuals and small businesses have access to free public business education, leadership development opportunities, and professional networking resources. Our multifaceted approach includes providing a dynamic professional coworking space and private event venue that serves as a hub for collaboration and growth. Through community engagement, inclusive initiatives, and support for small businesses, we aim to empower individuals of all backgrounds to reach their full potential while contributing to the collective prosperity of the community.

Our non-profit organization is committed to creating an inclusive and vibrant community by providing access to essential resources that empower individuals and small businesses. By offering free public business education, leadership development programs, and professional networking opportunities, we seek to level the playing field and enable participants to grow both personally and professionally. Our comprehensive approach also includes a professional coworking space and private event venue, which serve as catalysts for collaboration and innovation. Additionally, we believe in giving back to the community through engaging events and support for other non-profit organizations, fostering a culture of generosity and social responsibility.

Free Business Education

One of the primary objectives of our non-profit organization is to provide free public business education that equips individuals with practical knowledge and skills. Through workshops, seminars, webinars, and online resources, we aim to cover various aspects of entrepreneurship, financial literacy, marketing, and business management. By removing financial barriers to access, we ensure that everyone, regardless of their economic background, can benefit from these educational opportunities, fostering economic growth and community development.

Leadership Development

We believe that strong leadership is the foundation of a thriving community. Our non-profit organization is dedicated to providing leadership development programs that nurture essential qualities such as communication, decision-making, and team-building. These programs empower individuals to become effective leaders in their personal and professional lives, cultivating a community where individuals can collaborate, innovate, and inspire positive change.

Networking Opportunities

Networking plays a crucial role in personal and professional growth. Our organization facilitates professional networking opportunities, including networking events and industry-specific gatherings. By connecting individuals and small businesses, we foster an environment of mutual support, knowledge-sharing, and



collaboration. Through networking, participants can access new opportunities, build valuable relationships, and expand their horizons.

Co-Working Facility

To enhance the productivity and innovation of our community, we provide a modern professional coworking space. This dynamic workspace is equipped with modern amenities, fostering a conducive environment for creativity and collaboration. Additionally, our private event venue serves as a versatile space for workshops, seminars, conferences, and community events, strengthening community ties and promoting knowledge exchange.

Community Outreach

Our organization is committed to engaging with the community through family-friendly events designed to promote inclusivity and celebrate diversity. Events like the Sensory Santa event will cater to individuals with special needs, ensuring that everyone feels welcome and valued. Furthermore, our Student Pitch Scholarship Competition will inspire young entrepreneurs, encouraging them to pursue their dreams while providing financial support for their educational journey.

Community Non-Profit Support

In alignment with our commitment to social responsibility, our non-profit organization regularly offers free venue space to other non-profit organizations like Dress for Success, the Plainfield Youth Assistance Program, Plainfield Parks and Recreation, and Leadership Hendricks County. By providing a venue at no cost, we seek to amplify the positive impact of these organizations and contribute to the well-being of our community.

Our non-profit organization is driven by a vision of empowerment, collaboration, and community building. By providing free public business education, leadership development opportunities, and professional networking resources, we aim to level the playing field and support a community where all individuals can thrive. Our dynamic coworking space and private event venue serve as catalysts for innovation and collaboration, while engaging community events and support for other non-profit organizations fosters a culture of inclusivity and social responsibility. Through this multifaceted approach, we aspire to inspire positive social change, uplift individuals and small businesses, and strengthen the fabric of our community for a better, more prosperous future.

Sponsor Funding

Our primary objective for additional fundraising is to expand the frequency of small business workshops, ensuring a diverse range of skill-building services for professionals to enhance their entrepreneurial capabilities.



Key Strategies:

1. **Conduct Needs Assessment:** We will conduct a comprehensive needs assessment within the community to identify the specific skill-building areas that professionals require the most. This assessment will be conducted through surveys, focus groups, and engagement with local businesses and industry associations.
2. **Diversify Workshop Topics:** Based on the needs assessment findings, we will curate a diverse range of workshop topics that cater to various skill levels and business sectors. Topics may include financial management, marketing strategies, digital tools, and legal essentials.
3. **Collaborate with Subject Matter Experts:** To ensure the workshops deliver high-quality content, we will collaborate with subject matter experts, industry practitioners, and successful entrepreneurs. Their expertise will enhance the relevance and effectiveness of the workshops.
4. **Increase Workshop Frequency:** We will develop a well-structured calendar of workshops, ensuring a regular cadence of sessions throughout the year. This will enable professionals to participate in workshops that align with their availability and business needs.
5. **Offer Both In-Person and Virtual Workshops:** To accommodate diverse preferences and accessibility, we will provide both in-person and virtual workshop options. Virtual workshops will leverage digital platforms, allowing professionals from remote areas to participate.

Measurement of Success:

- Number of workshops conducted per quarter and year.
- Attendance rates at workshops, both in-person and virtual.
- Participant feedback and satisfaction scores through post-workshop surveys.
- Business growth and success stories resulting from workshop participation, tracked through follow-up assessments.

Our secondary objective for additional funding is to enhance our organization's marketing efforts to effectively communicate and share our diverse opportunities and resources with the community.

Key Strategies:

1. **Support our Integrated Marketing Plan:** We have created a comprehensive marketing plan that encompasses both online and offline channels. This plan outlines clear messaging, target audience segmentation, and specific marketing tactics for each opportunity and program we offer.
2. **Strengthen Online Presence:** We have recently revamped our website to make it more user-friendly and informative. We will leverage social media platforms and email marketing to engage with our target audience, regularly sharing updates, success stories, and upcoming events to drive traffic to our website.



3. Collaborate with Local Media: Building partnerships with local media outlets will allow us to reach a broader audience. We will collaborate with newspapers, radio stations, and community websites to feature success stories, interviews, and announcements about our events and opportunities.
4. Engage Influencers and Ambassadors: To amplify our reach and credibility, we will partner with influencers, community leaders, and industry experts who align with our organization's mission. These ambassadors will advocate for our initiatives and encourage community participation.
5. Implement Feedback Mechanisms: We will establish feedback mechanisms to assess the effectiveness of our marketing strategies continually. Utilizing surveys, focus groups, and website analytics, we will gather insights to optimize our marketing campaigns.

Measurement of Success:

- Increase in website traffic and engagement metrics (e.g., time spent on site, bounce rate).
- Growth in social media followers and engagement levels.
- Number of media features and mentions.
- Participation rates in events and programs, tracked through registrations and attendance.