**WHO IS LEVEL TWO?**

* Level two represents anyone who has some experience within the industry related to their project but is looking for help, specialized input, or a person/team who can help validate their idea and bring it to life.
* Level two is about “next steps” - are you growing your organization? Looking at a new project, path, partner, or idea?

**YOU ARE IN LEVEL TWO...**

* If you are looking to start movement down a development path and can clearly explain your project and where you see that path taking you.

**WHAT COMES NEXT?**

* After you complete the questions below, we will have a better directional map to answer “how can we help?”
* If you CANNOT complete any of the following questions, we recommend taking a look at the questions in Level One - do these questions help you to better outline your idea/project?
* If you WERE able to complete the questions then we have just one more…“What is your ASK?” These questions are designed to help you iterate your idea or project, identify where you need help, identify who might be able to help, and help get you to an “ask”. What is it that you need and who can help you take your next step?

Complete the following questions to get started.

| **Main Question** | **Additional Context (Hints on How to Answer)** | **Brief Answers (1 paragraph max each)** |
| --- | --- | --- |
| What is your organizational mission, goal or objective? | Help us understand the “**WHO**” of your project/ team.   * How do you define yourself? * What problem are you trying to address? Solve? * What is the motivation for this growth, pivot, or change? * Is there a community connection? |  |
| Give us the elevator pitch for your project! | Help us understand the “**WHAT**” of your project.   * Can you succinctly share what your project involves. * Outline all of the major components. |  |
| What are the drivers behind each component of this project? | Help us understand the “**WHY**” of your project.   * Community needs addressed? * Partner need/ consideration? * Funding need/ consideration? * Revenue need/ consideration? |  |
| How do you plan to execute? | Help us understand the “**HOW**” of your project.   * Programmatic Components? * Timeline? * Development Plan? * Project plan? |  |
| Outline the physical/ logistic elements of your plan? | Help us understand the “**WHERE**” of your project.   * What is needed to build, grow, adapt or change? (physical assets and structures) |  |
| How can we help? | Help “us” (or a funder, partner, consultant, community, etc..) understand what comes next...how they can help.   * What help do you need - what has brought you to “us”? |  |

*Please provide an inventory of your current assets and resources that can be applied to this project:*

|  |  |  |
| --- | --- | --- |
| **RESOURCE/ ASSET:** | **CURRENTLY HAVE:** | **WILL NEED:** |
| Site, Lease, or Location (Status) |  |  |
| Existing Facility(s)? |  |  |
| Facility Plans? |  |  |
| Implementation Team/ Staff/ Volunteers? |  |  |
| Equipment? |  |  |
| Funding? (Have? Need? Plan?) |  |  |
| Partners? |  |  |
| Board Support? |  |  |
| Community Support? |  |  |
| Previous Studies/ Outreach Conducted? |  |  |
| Budget or Financial Plan? |  |  |