

NONPROFIT — Level Up Aurora

1. **Business/Organization Name:** Level Up Aurora
2. **Your Name:** James Whitfield
3. **Sector:** Nonprofit
4. **Business Stage:** 3–5 years
5. **What You Offer:** Programs/Events; Donations/Sponsorships
6. **Products/Services/Programs:** After-school Trades Exposure Program (welding, electrical, carpentry basics for teens 14–18), Summer Apprenticeship Match (pairing graduates with local union and contractor mentors), Annual "Build Night" fundraiser
7. **Complete this sentence:** "I help teens from working-class families achieve real career paths that don't require college debt through hands-on trades training and mentorship."
8. **Who You Serve:** Youth; Families; Donors/Volunteers
9. **Biggest Problem You Solve:** Lack of knowledge; Lack of confidence
10. **Brand Colors:** Yes — Forest Green #1E5631, Charcoal #333333, Bright Yellow #F2C14E
11. **Brand Voice:** Inspirational, Direct, Compassionate, Bold
12. **Content Should Make People Feel:** Hopeful, Motivated
13. **Mission Statement:** Every teen in Aurora deserves to see a future they can build with their own hands.
14. **Vision Statement:** A generation of young tradespeople earning strong wages in their own community, debt-free.
15. **Tagline:** (left blank)
16. **Writing Sample:** "To our volunteers: I want to tell you about Miguel. Two years ago his mom dragged him to our open house. He sat in the back with his hood up and didn't say a word the whole night. Last Friday, Miguel passed his OSHA 10 certification. He's 17. He starts a paid apprenticeship with Rodriguez Electric in June, making more per hour than I did at 25. His mom cried. Honestly, so did I. You did that. Every Tuesday night you showed up, every tool you donated, every time you told a kid 'try it again' instead of doing it for them. We have 43 more Miguels on our waiting list. Let's go get them."
17. **Platforms:** Facebook, Instagram, LinkedIn, Email list, Website/Blog
18. **Content You'll Actually Create:** Written posts, Graphics/Carousels, Short-form video, Email
19. **Weekly Time for Marketing:** 1–2 hours
20. **Lead Capture:** Email list; None else yet
21. **What's Worked Best:** Referrals/Word of mouth; Partnerships (local unions, school counselors)
22. **Primary 90-Day Goal:** Donors or volunteers: 50 new recurring monthly donors before fall program launch
23. **Primary Call-to-Action:** Donate
24. **Top 3 Questions People Ask:**

- 1) "How do I sign my teen up, and does it cost anything?"
- 2) "Do the trades really pay as well as people say?"
- 3) "What does my donation actually fund?"

25. **Design Style:** Bold & Vibrant