

**HEART**: The more the viewers believe the heart, the more they will be swayed to believe in your nonprofit.

- 1. UNIQUENESS: What makes this person different? This helps to capture your viewers attention and pull them in.**
  - What makes you or your nonprofit different from any other?
  - How do you think you stand out from others in a similar role or place?
  - At your nonprofit, what is the single biggest thing you're most proud of?
  
- 2. DESIRE: What does your character want with great magnitude? The desire is what helps the viewer fall in love with your character. Your character's desire becomes felt by your audience.**
  - What does this nonprofit really want to deliver for its users? Beyond an individual outcome, what is the collective impact it desires?
  - What do you hope will happen as a result of this work?
  - What does this work mean to you?
  
- 3. COMPLEXITY: What is the why behind your character's desire? Complexity offers your character integrity, passion, and depth. It's the complexity that helps sustain the connection with the viewer.**
  - Why does this cause matter to you?
  - What attracted you to this role specifically, in comparison to anything else you could do?
  - What was the specific moment you realized that this mission was needed?
  - How has discovering this cause and/or nonprofit changed how you see the world?