

## What Will Make Your Content Great?

### Education

Five things you can teach people

### Empathy

Five problems

### Entertainment

Five unique qualities you have

## What Will Make Your Content Great?

Group A

### Education

Five things you can teach people

How to find out what we're looking for.

Help first-timers write the best applications

How to take a project from being good, to being amazing

How to do the PR for their project

How to overcome the common challenges that all projects face

### Empathy

Five problems

They don't know what we have funded before.

Engaging with the people is the first step to preserving heritage

They don't know if they can get funded

They don't know how to engage their own audience on online

They don't know what will make their project stand out against others

### Entertainment

Five unique qualities you have

Friendly, Curious and polite

We are open, approachable and deeply value accessibly.

We are always prepared to listen and understand

We celebrate the success of great work in heritage

We share our knowledge, experience and expertise generously.

**Content Club**

## What Will Make Your Content Great?

**Group B**

### Education

Five things you can teach people

Helping people understand what heritage is

How our work impacts your life and community

Help projects write the best applications

How to take a project from being good, to being amazing

How to do the PR for their project

How to overcome the common challenges that all projects face

### Empathy

Five problems

Understanding the connection between heritage and quality of life

They don't know what we have funded before.

Engaging with the people is the first step to preserving heritage

They don't know if they can get funded

They don't know how to engage their own audience on online

They don't know what will make their project stand out against others

### Entertainment

Five unique qualities you have

**We believe in the magic of heritage**

**We put our peoples voices at the front of our work**

Friendly, Curious and polite

We are open, approachable and deeply value accessibly.

We are always prepared to listen and understand

We celebrate the success of great work in heritage

We share our knowledge, experience and expertise generously.

**Content Club**