



## Advocacy Pitch, Pixar Style

Finding Nemo	Biodiversity issues
<ol style="list-style-type: none"><li>1. Once upon a time, there was ... a widowed fish, named Marlin, who was extremely protective of his only son, Nemo.</li><li>2. Every day ... Marlin warned Nemo of the ocean's dangers and implored him not to swim far away.</li><li>3. One day ... in an act of defiance, Nemo ignores his father's warnings and swims into the open water.</li><li>4. Because of that ... he is captured by a diver and ends up in the fish tank of a dentist in Sydney.</li><li>5. Because of that ... Marlin sets off on a journey to recover Nemo, enlisting the help of other sea creatures along the way.</li><li>6. Until finally ... Marlin and Nemo find each other, reunite and learn that love depends on trust.</li></ol>	<ol style="list-style-type: none"><li>1. Once upon a time, there was ... a beautiful forest that provided food, clean air, and water for all the plants and animals that lived in it.</li><li>2. Every day ... Humans used the resources the forest provided and were able to feed themselves and their families, and they thrived happily for many years.</li><li>3. One day ... things changed: humans now used fire to burn the forest to grow their food and then the climate changed, the hot season became hotter and the rainy season was not that rainy anymore.</li><li>4. Because of that ... wildfires increased and destroyed many hectares of the forest. Plants and animals now don't have a place to live and humans are affected as well.</li><li>5. Because of that ... humans changed their ways, now they use sensible agricultural practices that don't use fire and they educated themselves to use the forest resources more rationally</li><li>6. Until finally ... the forest grew back! And now the plants and animals (including humans) will have food, clean air, and water forever.</li></ol>

This six-sentence template is both appealing and supple. For it allows pitchers to take advantage of the well-documented persuasive force of stories but within a framework that forces conciseness and discipline.