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| The article below came from an email site called Pageant Planet. They have an article called Pageant Daily and this one speaks about how to find your purpose, which in our organization we call our Platform or Social Impact Initiative. It’s a good read!**What breaks your heart?**Okay... I know, I know. It's an odd question. But, it's been said your purpose or your platform comes from what breaks your heart - or what pulls on your heartstrings… so what’s broken your heart? What is something that your heart really wants to do but because it’s not the normal way or the right way you’ve steered away from it?I can bet that 95% of the women who compete in pageants, took the road less traveled! They were the first in their families to compete in pageants, the first in their community to speak up for a cause that many didn’t believe in or maybe they were the first titleholder to ever be crowned from their city/state. Either way, these women didn’t let what others say affect their decisions. They followed their heart and that’s exactly what you should do when picking a platform.Don’t pick a platform to represent just because it’s the most popular organization in your town or state. Or don’t pick a cause because it’s one you know everyone has heard about. Causes and organizations gain awareness because people start fighting for them and talking about them, because they’re passionate about it.We’ve talked about passion all week when selecting your platform, and something that pulls at those heart strings will definitely be something that drives your passion and motivates you to make an impact.Titleholders who have never been bullied before may not pick an anti-bullying campaign to represent, or if they do, maybe they aren't as passionate advocates for the cause as someone who has personally experienced bullying. Or someone who chooses to speak up for breast cancer awareness most likely is doing so because she has experienced it or lost someone she loved to it.So ask yourself, what pulls at your heart strings every time you hear about it or you watch a video about it? |

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