**Nonprofit Personality Profiles**

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|  | Archetype | Description | Values | People | Nonprofits |
| 1. | The Purist | Simple and virtuous; wholesome, exemplary, highly ethical, believes in being good and doing good | Harmony, peace, optimism, simplicity, purity, innocence, honesty, happiness, faith, health | Julie Andrews, Mr. Rogers, Michael J. Fox, Princess Diana, Audrey Hepburn | Spiritual orgs; healthcare orgs; St. Anthony’s Medical Center; Dominican Sisters |
| 2. | The Pioneer | An individualist, blazing a trail in pursuit of freedom, adventure, new experiences; experiencing life to the fullest; an early adopter | Exploration, freedom, adventure, independence, experimentation, self-reliance, ambition, challenge, bravery, confidence | Amelia Earhart, Neil Armstrong, Billy Jean King, Stephen Hawking, Martin Luther King | Outward Bound; Boy Scouts; Girl Scouts; Alliance for Sustainable Colorado; Homeboy Industries |
| 3. | The Source | The all-knowing provider of knowledge; devours information in pursuit of knowledge and expertise; curious | Truth, knowledge, expertise, intelligence, rigor, diligence, objectivity, commitment, depth, education, discipline, clarity | Oprah, Albert Einstein | Educational orgs; KIPP; Charity Navigator; Community Foundations |
| 4. | The Conqueror | Noble; has an ability to overcome adversity; meets challenges head-on; relentless, resilient, confident | Courage, determination, endurance, persistence, success, elitism, strength, status, honor, peak performance | Vince Lombardi, Lance Armstrong, Michael Jordan | Sports orgs; Special Olympics |
| 5. | The Rebel | Unsatisfied with the status quo; abhors convention; may be disruptive, shocking, or outrageous to some; protects right of self-expression | Freedom, non-conformity, independence, individuality, controversy, rebellion, daringness, boldness, defiance | Howard Stern, Quentin Tarantino, Lady Gaga | Muhammed Yunus / Grameen Bank; Planned Parenthood; NAACP; Gay & Lesbian Fund |
| 6. | The Wizard | Seeks experiences that transform the ordinary into the extraordinary; represents the universal message of mystery, thrill, and novelty; seeks experiences that makes dreams come true | Magic, imagination, joy, curiosity, optimism, fun, surprise | Steven Spielberg, George Lucas, Harry Potter, Steve Jobs | Make-A-Wish Foundation; Smile Train; Wish of a Lifetime |
| 7. | The Straight Shooter | Abhors pretension and is no-nonsense; friendly and informal; stays true to self | Realism, authenticity, honesty, modesty, frankness | Simon Cowell, Whoopi Goldberg | Denver Rescue Mission; food banks |
| 8. | The Seducer | Desires romance, intimacy, sensual pleasure; strong sex appeal; attractive, desirable | Love, sensuality, affection, intimacy, beauty, passion, ecstasy, connection, enjoyment, pleasure | Marilyn Monroe, Scarlett Johannson, Brad Pitt | MOMA; many art installations |
| 9. | The Entertainer | Typical clown, prankster; fun-loving fee spirit who lives in the moment; promises humor and fun | Humor, spontaneity, charm, youthfulness, laughter, gregariousness, levity, happiness, fun | Robin Williams, Steve Martin, Jerry Seinfeld, Jim Carrey | Performing arts, zoos, botanic gardens |
| 10. | The Jester | Helps people through difficulties with humor; intelligent, brave; holds a mirror up the powerful | Playfulness, justice, simplicity | Mark Twain, Bill Murray, Robin Williams | Avant garde performing arts orgs |
| 11. | The Protector | Values compassion and generosity; puts others first, providing care, support, reassurance | Compassion, motherly advice, hospitality, protection, comfort, empathy, generosity, thoughtfulness, sincerity, sharing, warmth, wisdom | Mother Teresa, Florence Nightengale, Andy Griffith | Healthcare orgs, hospices, orphanages, Dominican Sisters |
| 12. | The Nurturer | Values health, balance, recovery, and happiness; compassionate | Physical and emotional health, balance, caring, supportive, happiness | Your mother | Some healthcare orgs, some alternative medicine orgs |
| 13. | The Imagineer | An artist, an innovator, a dreamer; uses artistry and imagination to share vision of the world | Creativity, passion, ingenuity, vision, creation, innovation, originality, uniqueness, artistry, independent thinking | John Lennon, Pablo Picasso, Michael Jackson | KIPP; Women’s Bean Project; Clyfford Still Museum; Los Angeles County Art Museum |
| 14. | The Emperor | The leader; exudes power and exerts leadership and dominance over others; stands above the crowd, whether in price, quality, service, performance | Leadership, strength, determination, influence, respect, dominance, prosperity, confidence, control, wealth | Bill Gates, Donald Trump, Warren Buffet, Mark Zuckerberg | Harvard University; Bill and Melinda Gates Foundation |
| 15. | The Teacher | Values education, responsibility, achievement, self-improvement; a mentor, helps people to reach their potential; has a higher purpose | Encouraging, inclusiveness, fairness, honesty, inspiring, friendly, camaraderie | Your favorite teacher | PPP, St. Johns College, The Smithsonian Institute; Loyola Marymount University |
| 16. | The Captain | A bold and decisive leader; inspires trust; has clarity of vision; idealistic, confident, tireless, brave | Wholeness, perfection, truth, bravery, accomplishment, honesty | Odysseus, George Washington, Abraham Lincoln | Livestrong? |