



MAO 2021 Candidate Fundraising Transition

Beginning January 2021, the Miss America Organization (MAO) is transitioning to a new Candidate fundraising website. The new MAO fundraising website will replace the current missamericaforkids.org site.

The 2021 Competition Year (crowning year) will be a transition period for the state and local candidates competing in 2021 State Competitions. State and Local Miss Candidate funds already raised for CY2021 through missamericaforkids.org will be recognized/credited towards their state fundraising requirement as MAO transitions to the new fundraising model for Miss and Teen candidates.

Miss Candidates who have not reached the minimum fundraising requirement for their State Competition, will have their existing fundraising through missamericaforkids.org credited (rolled over) towards their 2021 State Competition eligibility.

Only fundraising/donations through missamericaforkids.org, maoteen4kids.org, and our new MAO spotfund url addresses for Miss and MAOTeen will be recognized for candidate fundraising - other websites or donations will not be recognized.

Transition Year Process for CY2021

1. State Fundraising Requirement

To maintain consistency with the current minimum fundraising for Miss Candidates throughout the organization, as well as upholding the existing MAO State & Local Candidate Agreement, candidate fundraising requirements remain unchanged:

All candidates competing in Local Competitions need to raise a minimum \$100 per local (up to four local competitions; \$400) and an additional \$250 in fundraising to be eligible for their State Competition.

The only change for the 2021 Competition Year is the remaining fundraising will be raised through the MAO dedicated spotfund urls (<http://spot.fund/MissAmerica2021> & <http://spot.fund/MAOTeen2021>) to meet the local and state fundraising requirements, as well as all additional fundraising to earn various state and national awards and recognition.

Contingency Allowance: At-Large Candidates

As a result of the pandemic, a few states elected to initiate MAO's contingency allowance to accept candidates who were registered for local competitions. These candidates who were registered for a local competition that was forced to cancel were allowed to be accepted as an 'At-large' state candidate at the state board's decision.

Except for this one-time contingency exception, all other state candidates must follow MAO rules by earning a local competition title or a state sweeper competition title in order to compete at their state competition. This does not apply to MAO approved Open States with no locals.

'At-large' state candidates who do not cap at the \$400 minimum fundraising local requirement (for competing in four or more locals) are required to raise at least the \$100 Local minimum requirement to be an "At-Large" candidate along with the \$250 State minimum fundraising requirement for a total of \$350 required to be raised.

January 2021 Transition

A report will be created early January using the State Qualification Report from admin.missamericaforkids.org to capture how much each registered state candidate has raised through the CMN Hospitals site and which state candidates are required to raise additional funds to meet their state fundraising requirement.

State Executive Directors are encouraged to also make a copy of the State Qualification Report for your own records on or before Dec 31st.

Since MAO is working on access to the admin.maoteen4kids.org website, you will also need to make a copy of the State Teen Fundraising Reports for your own records on or before Dec 31st.

Miss State Candidates must meet the minimum state fundraising goal of \$250 from either: 1) missamericaforkids.org, 2) the new MAO spotfund site, or 3) a combination of the two websites. Oversight by the State Executive Director will be necessary to ensure every state candidate meets her fundraising minimum requirement before the State Competition, same as prior years. However, with the two sites, this transition year will be more of a manual process.

MAOTeen Candidates

MAOTeen candidates must register on the new spotfund url <http://spot.fund/MAOTeen2021> , however as before MAOTeen Candidate **fundraising remains optional**. The MAOTeen State Titleholders will not be required to fundraise for any amount to be eligible to compete in the 2021 MAOTeen National Competition as prior years. State Titleholders will be recognized on-stage for their voluntary fundraising efforts by combining their fundraising from maoteen4kids.org and the MAOTeen spotfund fundraising. National recognition information will be forwarded soon.

2. Candidate Profiles

All Candidates, new & existing, Miss and MAOTeen, need to create a profile at *spotfund to track fundraising. Starting immediately, candidate profiles with photos and videos should be created now so candidate fundraising can start by sharing their new profiles beginning January 1, 2021.

Miss Candidates: <http://spot.fund/MissAmerica2021> (active now 12/22/20)

MAOTeen Candidates: <http://spot.fund/MAOTeen2021> (active after 12/23/20)

Below is an outline with links to screenshots for creating a candidate profile, sharing your profile, campaign page view, and donor page views:

Step #1 Create [Page](#) (click link)

Enter your Goal: pre-populates with a \$500 goal which can be edited

Campaign page title: Enter Candidate First & Last Name, 2-Letter State Abbreviation & 2021 for Competition Year. Example: Camille Schrier VA 2021
- up to 24 characters, candidate's name can be abbreviated if needed

Your state: Select the State in which you are competing

Local Title, if applicable: If you won a local title enter the name here. Leave this field blank if you are still competing for a local title.

Step #2

a. Create [Email](#) : Enter your email address

b. Create [Name & Password](#) : Enter first & last name and create a five (5) digit password

(if you have already created a *spotfund account, you can login here instead)

Step #3

Create [Header Options](#)

Upload a photo: candid picture of you not wearing a crown or sash

Add a YouTube or Vimeo Video: 15-30 second Welcome video why you are competing in the Miss America or MAOTeen program

Note, videos increase donation responses 7x

Upload the video to YouTube or Vimeo and then paste the link here or Use Miss America [Default Image](#)

Step #4 Create [Tell Your Story](#)

A default story pre-populates, however it is strongly recommended you customize a story specific to you and why you're competing in the Miss America or MAOTeen programs to help increase donation responses. While your Social Impact Initiative (SII) may be mentioned in your story, it is recommended not to make your story about your SII as people may be confused and think they're donating to your SII. This message should be why you participate and support this iconic organization.

Step #5 Share Options

Once the profile is created, it can be easily shared with your social media channels in addition to emailing to potential donors.

a. [Option Share to Facebook](#)

post your fundraising information directly to facebook

a1. [Share Facebook Auto-populate](#) : example of fb post

b. [Option Share Email](#)

c. [Option Share Text](#)

d. [Option Share Twitter](#)

e. [Share URL](#)

Step #6 [Live Campaign](#) screen shot example

a. Live Campaign [Share Button](#)

b. Live Campaign [Donation Page Buttons & % to Goal](#)

c. Live Campaign [Donor Info Page](#)

Step #7

- a. Campaign Confirmation Email [Publish 1](#)
- b. Campaign Checklist Email [Publish 2](#)

Step #8

- a. Donation Confirmation Email [Tax Receipt 1](#)

Donors also have the option to easily share with their own contacts that they are supporting you and they donated to your fundraising campaign.

Note: when a donor shares with their sphere of influence, spotfund does not share their donation amount - only that they donated to your campaign.

- b. Donation Confirmation [Tax Receipt 2](#)

Step #9 [Leaderboards](#)

As campaign pages are created, they will appear on their respective state and overall national public leaderboards so progress can be tracked

- a. Miss 2021 Leaderboard: <http://spot.fund/MissAmerica2021Board>
- b. Miss State Specific Leaderboard: <http://spot.fund/MissAmerica2021NY>
 - b1. Replace state abbreviation at the end of the link to see a specific one
- must use a 2-letter state abbreviation
- c. MAOTeen 2021 Leaderboard: <http://spot.fund/MAOTeen2021Board>
- d. MAOTeen State Specific Leaderboard: <http://spot.fund/MAOTeen2021NY>
 - d1. Replace state abbreviation at the end of the link to see a specific one
- must use a 2-letter state abbreviation

Step #10 [Edit Candidate Campaigns](#)

Candidates can edit their campaign any time by logging into the website and going to *spotfund's "My Dashboard" section on their homepage.

Frequently Asked Questions

Q: I am a current candidate, what do I need to do?

A: Go to the appropriate MAO link below from Spotfund and sign up by creating a profile under MAO's new system and upload your photo and a video (without crown or sash) to appeal for fundraising donations.

Miss Candidates: <http://spot.fund/MissAmerica2021> (active now 12/22/20)

MAOTeen Candidates: <http://spot.fund/MAOTeen2021> (active after 12/23/20)

Q. As a candidate, how will I know how much I have raised?

A. The new fundraising website shows fundraising in real-time. If you are a candidate that also raised funds in either www.missamericaforkids.org and www.maoteen4kids.org , your state Executive Director or State Fundraising Liaison will have a report with current CY2021 State Candidate fundraising amounts in early January.

Q. As a state or local director, how do we know how much a candidate has yet to raise to meet the minimum competition requirement?

A. The State Executive Director or State Fundraising Liaison will have a report with CY2021 State Candidate fundraising from www.missamericaforkids.org and www.maoteen4kids.org . Fundraising from these prior websites will need to be manually added to the totals showing in the new system that state and local directors can view.

Q. Is the Spottfund data in real time?

A. Yes. However there is a two-week turnaround for a written check donation processing. Please note, there is a \$100 minimum check donation requirement.

Q: Are donations tax deductible?

A: Yes! All donations will be received by the Miss America Foundation, a 501c3, and donors will automatically receive a receipt after their tax deductible donation.

Q: Does the state receive a percentage for these funds?

A: Yes! All funds raised in <http://spot.fund/MissAmerica2021> & <http://spot.fund/MAOTeen2021> will be split 50/50 between MAF and each state where candidates are registered as competing and fundraising, less credit card fees, etc.

Q. Are other payment methods like e-checks, PayPal, Venmo, etc. accepted?

A. The site is set to receive credit card or debit card payments. While not ideal, a possible work around option is the person can give the funds to the candidate or the State Executive Director and they can donate those funds to the candidate's own campaign.