



Miss America 2024 Delegate Fundraising

For the 2024 competition year/2023 calendar year, both Miss America and Miss America's Teen will use *spotfund as our official fundraising platform. Links below were recycled from last year-they are correct and can be used immediately.

Only fundraising/donations through *spotfund, following the process outlined below, will be recognized for delegate fundraising - other websites or donations will not be recognized.

1. State Fundraising Requirement

Miss America & Miss America's Teen Delegates

Fundraising for Miss America and Miss America's Teen scholarships help to continue the tradition of supporting Miss America as the largest scholarship donor to women in America. Your involvement is strongly encouraged and will help to benefit both your State and the national programs. This cycle is for 2024 competitions/2023 calendar year.

Titleholders may be recognized on-stage for their voluntary fundraising efforts on *spotfund. National recognition information will be forwarded soon.

2. Delegate Profiles

All Delegates, (new and existing) for Miss America and Miss America's Teen need to create a profile at *spotfund to track fundraising. Starting today, delegate profiles with photos/videos should be uploaded so fundraising can start March 1, 2023 by sharing their new profiles.

Miss America Delegates: <http://spot.fund/MissAmerica2023>

Miss America's Teen Delegates: <http://spot.fund/MissAmericasTeen2023>

IMPORTANT: You must use these links to create your campaign. Do not use the standard *spotfund campaign creation process, USE ONLY one of the two links above to have the campaign count for you as a part of the Miss America or Miss America's Teen fundraising.

Below is an outline with links to screenshots for the following: creating a delegate 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 Delegate First & Last Name, 2-Letter State Abbreviation & 2024 for Competition Year. Example: Camille Schrier VA 2024

- up to 24 characters, delegate's name can be abbreviated if needed

Your state: Select the State in which you are competing

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 Miss America's Teen 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 Miss America's Teen programs to help increase donation responses. While your Community Service Initiative (CSI) may be mentioned in your story, it is recommended not to make your story about your CSI as people may be confused and think they're donating to your CSI. 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 America 2024 Leaderboard: <http://spot.fund/MissAmerica2023Board>
- b. Miss State Specific Leaderboard: <http://spot.fund/MissAmerica2023NY>
 - b1. Replace state abbreviation at the end of the link to see a specific one
- must use a 2-letter state abbreviation
- c. Miss America's Teen 2024 Leaderboard:
<http://spot.fund/MissAmericasTeen2023Board>
- d. Teen State Specific Leaderboard: <http://spot.fund/MissAmericasTeen2023NY>
 - 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 Delegate Campaigns](#)

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

3. Fundraising Incentives

National Competitions will continue recognizing Top Fundraising Delegates and State Organizations. MAO will release incentives shortly.

State Competition

State Organizations are encouraged to recognize delegates on-stage and in social media during State Competition week for top fundraisers and/or meeting different fundraising levels.

4. [Fundraising Tips](#)

Please use the link above to access fundraising tips for Miss America and Miss America's Teen scholarships.

5. Frequently Asked Questions

Q: I am a current delegate, 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 Delegates: <http://spot.fund/MissAmerica2023>

Teen Delegates: <http://spot.fund/MissAmericasTeen2023>

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

A. Your *spotfund campaign page shows fundraising in real-time.

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

A. You can reference your state leaderboard on *spotfund to view real time donations for your delegates.

Q. I have a new delegate, where does the delegate sign up?

A. New delegates for the State 2024 Competition will now sign up on the new website (<http://spot.fund/MissAmerica2023> or <http://spot.fund/MissAmericasTeen2023>) to create a profile and show their fundraising totals.

Q. Is the *spotfund data in real time?

A. Yes. However there is a four-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's Scholarship 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/MissAmerica2023> & <http://spot.fund/MissAmericasTeen2023> will be split 50/50 between MASF and each state where delegates are registered as competing and fundraising, less credit card fees, etc.

Q: As a State ED or Local ED, will I have access to delegate information? Where do I go? Do we get all of the delegate contact information?

A: Yes, each state will have its own state landing page dashboard. Each state leaderboard will show the names of each registered delegate and their fundraising amount.

Q. I have a delegate who is raising more than the minimum required amount? Where does she go to submit these monies?

A. The MAO *spotfund website, either:

Miss Delegates: <http://spot.fund/MissAmerica2023>

Teen Delegates: <http://spot.fund/MissAmericasTeen2023>

Q. For our sweeper competitions, what do we do?

A. Have the delegates create a profile on the new fundraising site (see above).

Q. I am starting a new local competition, what do I do as a local director?

A. Have the delegates competing in your local competition create a profile on the new fundraising site (see above).

Q. I have a delegate that is competing in multiple locals, what does she need to do?

A. Create a profile and list the first local she is entering in her profile story.

Q. What do we do when our state titleholder is announced?

A. Once a delegate has won the state title, she should update her delegate profile as the Miss State Titleholder and continue fundraising for recognition and awards at the Miss America and Teen Competitions.

Q. We are an Open State - no locals - how should the delegates register?

A. Same as the others and if your state allows them to select a local name they're representing, then they should enter that name in the local name field of the profile page.

Q. When do states get paid for the fundraising in *spotfund? Will MASF send the check or *spotfund?

A. MASF will send checks to each state that has a 501c3 scholarship foundation less *spotfund and credit card fees. State's without a 501c3 scholarship foundation will have their 50% portion less credit cards fees, etc. deposited into their State Account at MASF.

Q. Are the Teens required to raise \$ to compete at State?

A. No, nor are Teen State titleholders required to raise funds for the national competition. This program is encouraged but optional.

Q. How can the State Executive Director access the list of delegates and Funds Raised?

A. The week prior to your final night competition date, *spotfund will generate a report for the State Executive Directors.

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 delegate or the State Executive Director and they can donate those funds to the delegate's own campaign.