



2026 BEST OF TEXAS ACHIEVEMENT AWARD

The Best of Texas Achievement Award is a program designed to reflect the role and expectations of a brand ambassador while providing a blueprint for serving as the state titleholder. This award recognizes outstanding performance in service, community impact, marketing, communications, and leadership. It is completely optional, but participants gain valuable tools for both competition preparation and life beyond the crown.

Although the application is due June 1, several requirements have earlier deadlines:

- **May 1, 2026:** Visionary Scholarship Donation Deadline (Gold only)
- **May 13, 2026:** Competition Magazine Commitment Deadline (Bronze, Silver, & Gold)
- **June 1, 2026:** Best of Texas Application Deadline

MEDAL OVERVIEW

BRONZE

Community Service Initiative Campaign
Legacy Society Membership
Sponsor Promotions
Partner Promotions
Health & Wellness
Competition Magazine Marketing & Sales (5)
Miss Texas Campaigns
Mentorship: Texas Lone Stars Program
Virtual Development Sessions
Texas Cares For Children Fundraiser

SILVER

Community Service Initiative Campaign
Legacy Society Membership
Sponsor Promotions
Partner Promotions
Health & Wellness
Competition Magazine Marketing & Sales (10)
Miss Texas Campaigns
Mentorship: Texas Lone Stars Program
Virtual Development Sessions
Texas Cares For Children Fundraiser
Community Service Program Presentation

GOLD

Community Service Initiative Campaign
Legacy Society Membership
Sponsor Promotions
Partner Promotions
Health & Wellness
Competition Magazine Marketing & Sales (20)
Miss Texas Campaigns
Mentorship: Texas Lone Stars Program
Virtual Development Sessions
Texas Cares For Children Fundraiser
Community Service Program Presentation
Visionary Scholarship Donor ***Due May 1***

BRONZE MEDAL CHECKLIST

Community Service Initiative Campaign

Create one (1) social media video about your Community Service Initiative

- Tag @MissTexasOrg and #BestofTexas26
- Documentation: Provide a screenshot of the post or a hyperlink to the post

Legacy Society Membership

Recruit one (1) person to join the 2026 Legacy Society (\$100)

- Members must pay the membership fee, and list you as their referral
- Documentation: Provide a copy of membership registration

Brand Ambassador: Sponsor Promotion

Create three (3) separate social media posts promoting the three (3) sponsors listed on Page 5

- Post to social media account of your choice
- Tag the sponsor, @MissTexasOrg and #BestofTexas26
- Documentation: Provide a screenshot of each post or a hyperlink to each post

Brand Ambassador: Partner Promotion

Create four (4) separate social media posts promoting the four (4) partners listed on Page 5

- Tag the sponsor, @MissTexasOrg and #BestofTexas26
- Documentation: Provide a screenshot of each post or a hyperlink to each post

Health & Wellness

Create a social media post highlighting how you strengthen your health & wellness to combat heart disease

- Tag @American_Heart @GoRedForWomen @MissTexasOrg #MissTexas #BestofTexas26 #AmericanHeartAssociation #GoRedForWomen #MissAmericaFit
- Documentation: Provide a screenshot of each post or a hyperlink to each post

Competition Magazine Marketing & Sales

Sell five (5) Competition Magazine Pages

- For Best of Texas: 1 Black & White Page = 1 Page, 1 Color Page = 2 Pages
- Documentation: Provide a copy of your Magazine Commitment Form

Miss Texas Campaigns

Create six (6) separate social media posts promoting the topics/events listed on Page 5

- Do not combine multiple topics into a single post
- Tag @MissTexasOrg and #BestofTexas26
- Documentation: Provide a screenshot of each post or a hyperlink to each post

Mentorship: Texas Lone Stars Program

Recruit, register, and mentor one (1) Miss Texas Lone Star OR two (2) Hometown Stars

- See FAQ for additional details
- Documentation: Provide registration confirmation

Virtual Development Sessions

Watch all five (5) of the Core Virtual Training Sessions and two (2) Elective Virtual Training Sessions

- Training Sessions are linked in the [Resource Library DropBox Folder](#)
- Documentation: Write 1 paragraph/training about what you learned

Texas Cares For Children Fundraiser

Lead a fundraising activity to support Texas Cares For Children (Minimum of \$25)

- Documentation: Provide donation confirmation ([Venmo](#) or TCFC [website](#))

SILVER MEDAL CHECKLIST

Community Service Initiative Campaign

Create one (1) social media video about your Community Service Initiative

- Tag @MissTexasOrg and #BestofTexas26
- Documentation: Provide a screenshot of the post or a hyperlink to the post

Legacy Society Membership

Recruit one (1) person to join the 2026 Legacy Society (\$100)

- Members must pay the membership fee, and list you as their referral
- Documentation: Provide a copy of membership registration

Brand Ambassador: Sponsor Promotion

Create three (3) separate social media posts promoting the three (3) sponsors listed on Page 5

- Post to social media account of your choice
- Tag the sponsor, @MissTexasOrg and #BestofTexas26
- Documentation: Provide a screenshot of each post or a hyperlink to each post

Brand Ambassador: Partner Promotion

Create four (4) separate social media posts promoting the four (4) partners listed on Page 5

- Tag the sponsor, @MissTexasOrg and #BestofTexas26
- Documentation: Provide a screenshot of each post or a hyperlink to each post

Health & Wellness

Create a social media post highlighting how you strengthen your health & wellness to combat heart disease

- Tag @American_Heart @GoRedForWomen @MissTexasOrg #MissTexas #BestofTexas26 #AmericanHeartAssociation #GoRedForWomen #MissAmericaFit
- Documentation: Provide a screenshot of each post or a hyperlink to each post

Competition Magazine Marketing & Sales

Sell ten (10) Competition Magazine Pages

- For Best of Texas: 1 Black & White Page = 1 Page, 1 Color Page = 2 Pages
- Documentation: Provide a copy of your Magazine Commitment Form

Miss Texas Campaigns

Create five (5) separate social media posts promoting the topics/events listed on Page 5

- Do not combine multiple topics into a single post
- Tag @MissTexasOrg and #BestofTexas26
- Documentation: Provide a screenshot of each post or a hyperlink to each post

Mentorship: Texas Lone Stars Program

Recruit, register, and mentor one (1) Miss Texas Lone Star OR two (2) Hometown Stars

- See FAQ for additional details
- Documentation: Provide registration confirmation

Virtual Development Sessions

Watch all five (5) of the Core Virtual Training Sessions and two (2) Elective Virtual Training Sessions

- Training Sessions are linked in the [Resource Library DropBox Folder](#)
- Documentation: Write 1 paragraph/training about what you learned

Texas Cares For Children Fundraiser

Lead a fundraising activity to support Texas Cares For Children (Minimum of \$50)

- Documentation: Provide donation confirmation ([Venmo](#) or TCFC [website](#))

Community Service Program Presentation

Create and present program (based on your Community Service Initiative/Platform) to a live audience

- Watch the Presentation Program session to help learn how to design your own program
- Live audience = any external group including a school, civic group, community organization, etc.
- Documentation: Provide the date, time, location & a short recap of the presentation

GOLD MEDAL CHECKLIST

Community Service Initiative Campaign

Create one (1) social media video about your Community Service Initiative

- Tag @MissTexasOrg and #BestofTexas26
- Documentation: Provide a screenshot of the post or a hyperlink to the post

Legacy Society Membership

Recruit one (1) person to join the 2026 Legacy Society (\$100)

- Members must pay the membership fee, and list you as their referral
- Documentation: Provide a copy of membership registration

Brand Ambassador: Sponsor Promotion

Create three (3) separate social media posts promoting the three (3) sponsors listed on Page 5

- Post to social media account of your choice
- Tag the sponsor, @MissTexasOrg and #BestofTexas26
- Documentation: Provide a screenshot of each post or a hyperlink to each post

Brand Ambassador: Partner Promotion

Create four (4) separate social media posts promoting the four (4) partners listed on Page 5

- Tag the sponsor, @MissTexasOrg and #BestofTexas26
- Documentation: Provide a screenshot of each post or a hyperlink to each post

Health & Wellness

Create a social media post highlighting how you strengthen your health & wellness to combat heart disease

- Tag @American_Heart @GoRedForWomen @MissTexasOrg #MissTexas #BestofTexas26 #AmericanHeartAssociation #GoRedForWomen #MissAmericaFit
- Documentation: Provide a screenshot of each post or a hyperlink to each post

Competition Magazine Marketing & Sales

Sell twenty (20) Competition Magazine Pages

- For Best of Texas: 1 Black & White Page = 1 Page, 1 Color Page = 2 Pages
- Documentation: Provide a copy of your Magazine Commitment Form

Miss Texas Campaigns

Create five (5) separate social media posts promoting the topics/events listed on Page 5

- Do not combine multiple topics into a single post
- Tag @MissTexasOrg and #BestofTexas26
- Documentation: Provide a screenshot of each post or a hyperlink to each post

Mentorship: Texas Lone Stars Program

Recruit, register, and mentor two (2) Miss Texas Lone Stars OR four (4) Hometown Stars

- See FAQ for additional details
- Documentation: Provide registration confirmation

Virtual Development Sessions

Watch all five (5) of the Core Virtual Training Sessions and two (2) Elective Virtual Training Sessions

- Training Sessions are linked in the [Resource Library DropBox Folder](#)
- Documentation: Write 1 paragraph/training about what you learned

Texas Cares For Children Fundraiser

Lead a fundraising activity to support Texas Cares For Children (Minimum of \$100)

- Documentation: Provide donation confirmation ([Venmo](#) or TCFC [website](#))

Community Service Program Presentation

Create and present program (based on your Community Service Initiative/Platform) to a live audience

- Watch the Presentation Program session to help learn how to design your own program
- Live audience = any external group including a school, civic group, community organization, etc.
- Documentation: Provide the date, time, location & a short recap of the presentation

Visionary Scholarship Donor

Secure 1 \$500 Visionary Scholarship Donor by May 1

- Minimum \$500, non-competition based subject
- Donation must be received by May 1 in order to provide time to create contestant applications
- Documentation: Provide proof of payment, donor name, and title of scholarship

CAMPAIGN & PROMO DETAILS

Sponsor Promotion List	Facebook	Instagram
City of Richardson	@visitrichardson_tx	@visitrichardson_tx
Dillard's	@dillards	@dillards
Terry Costa	@terrycostaprom	@terrycostaprom @terrycostastyle

Partner Promotion List	Facebook	Instagram
The Lash Lounge Frisco-Starwood	@thelashloungefriscostarwood	@thelashloungefriscostarwood
Legacy Tailor	@legacytailordallas	@legacytailordallas
Renew MD Facial Aesthetics	@Dr.AlexGordon	@renew_mdmedspa
Sumlin Solutions	@heathersumlin	@heathersumlin

Miss Texas Campaigns List
<p>Important Note: <u>Do not</u> create social media posts for the events (#2-#5) until tickets have been released. Ticket links will be available by May 1, 2026.</p>
<p>1. Miss Texas Merchandise Store</p> <ul style="list-style-type: none"> Promote your favorite items from the Miss Texas Merchandise Store (linked here) & how to shop the store
<p>2. Visionary Brunch & Visionary Scholarships</p> <p>Promote the Visionary Brunch by promoting the event, date, and ticket link along with your choice of:</p> <ul style="list-style-type: none"> Highlighting how Visionary Scholarships are awarded separately from, and before, the stage competition begins OR How to donate a Visionary Scholarship
<p>3. Bingo Bash benefiting Texas Cares For Children</p> <p>Promote the Bingo Bash event purpose, date, and ticket link along with your choice of:</p> <ul style="list-style-type: none"> Highlighting the Texas Cares For Children 501(c)3 non-profit organization OR How to sponsor or donate a Bingo Bash prize
<p>4. The Y'all Ball</p> <p>Promote the Y'all Ball event, date, and ticket link</p>
<p>5. The Competition</p> <p>Promote Preliminary & Final Competition events, dates, and ticket links along with your choice of:</p> <ul style="list-style-type: none"> Announcing your competition number and competition order of events OR How the competition and being a local titleholder has impacted your life

VIRTUAL DEVELOPMENT SESSIONS LIST

LINK: [Resource Library Videos](#)

CORE SESSIONS

Must watch all five (5) Core Sessions

Core: Miss Texas Brand Standards & Media Guidelines

This training video details the current Miss America brand standards with Annette Addo-Yobo (Miss Texas 2024) and how to effectively represent the organization as a brand ambassador.

Core: Competition Magazine Marketing and Sales

Learn more about the Miss Texas Competition Magazine, value for advertisers, incentives, sales rewards, and logistics.

Core: How to Elevate Your Social Media

Maximize your engagement and impact through a series of strategies shared by Annette Addo-Yobo (Miss Texas) to ultimately enhance your social media reach and presence.

Core: Building Your Personal Brand

Averie Bishop (Miss Texas 2022) focuses on identifying your personal brand, creative solutions to sharing who you are, and putting your work into action both in-person and across social media platforms.

Core: The Perfect Pitch: A Guide to Establishing Partnerships and Sponsorships

This session led by Averie Bishop (Miss Texas 2022) equips participants with real-world skills to secure sponsorships and partnerships, turning fundraising into opportunities for scholarships, networking, and career growth. From crafting compelling pitches and email scripts to leveraging social media and face-to-face fundraising, attendees will gain the confidence and tools to successfully attract and maintain financial support.

ELECTIVE SESSIONS

Must watch at least two (2) Elective Sessions

Elective: Presentation Program Training

Understand the importance of a school program and learn how to create your own presentation program to promote your Service Initiative and learn about the most important aspects when delivering a presentation program or designing a lesson plan.

- [Optional Resource: Averie Bishop's \(Miss Texas 2022\) Middle School Program](#)
- [Optional Resource: Lesson Planning & Scripting Templates for a Presentation Program](#)

Elective: Social Media Strategy

Understand how to get started with social media, grow your following, develop partnerships and monetize your content with Averie Bishop (Miss Texas 2022)

Elective: Opening Statement in Interview

Averie Bishop (Miss Texas 2022) shares her insights and advice about preparing a personal opening statement or introduction for the private interview competition.

Elective: Public Speaking Pillars from a Voice and Speech Coach

Learn more about what to consider in order to improve vocal and communication skills whether you are giving a speech, engaging in an interview, delivering a presentation, or even meeting individuals for the first time.

Elective: Social Media Audit

Monique Evans Isringhausen (Miss Texas 2014) explains how to leverage a social media audit to help titleholders refine their online presence, align content to their brand, and maximize engagement from the perspective of a former competition judge.

Elective: Crafting Compelling Paperwork

Learn more about a few of the way you could elevate your competition paperwork by crafting compelling content, storytelling techniques, and design elements to ensure readability.

Elective: Modeling with Lu Sierra

Runway modeling coach, Lu Sierra, provides several tips and tricks to help you look and feel your best on the competition stage.

Elective: How to Select Your Talent Presentation

No matter what style of talent you choose to present, this informative interview will provide guidance to bring your talent presentation to life thanks to world-renowned choreographer, Shea Sullivan, and Ellie Breaux (Miss Texas 2023).

FREQUENTLY ASKED QUESTIONS

Do I have to win a Best of Texas Achievement Award in order to win the state title?

- No. Best of Texas was designed to reflect the role and expectations of a brand ambassador while providing a blueprint for serving as a state titleholder.

Do I have to complete each requirement on the Bronze medal list in order to receive the Bronze medal?

- All items under the medal specified must be completed in order to qualify for the medal of choice.

What social media channels are acceptable regarding the social media-related requirements

(Community Service Initiative Campaign, Brand Ambassador: Sponsor Promotion, Brand Ambassador: Partner Promotion, Health & Wellness, Miss Texas Campaigns)?

- Instagram is preferred, but Facebook, TikTok, and YouTube are also acceptable.

What is the difference between a Lone Star and a Hometown Star?

Little Sisters Program (Lone Star Chapter)

- Lone Stars receive a crown, sash, the mentorship of a local titleholder, the opportunity to attend pageant week events and perform onstage during the Miss Texas competition. Lone Stars are not required to attend competition week. However, they must be an officially registered Lone Star with the Miss Texas Organization to receive the benefits. Visit the Miss Texas Lone Star page for more information or to register a Little Sister.

Hometown Star

- This program was created for young girls who want to be mentored by a contestant, but are unable to attend Miss Texas competition week due to distance or finance constraints. The Hometown Star fee is \$150. Crown and sash are not included in the fee. Contact Jan Mitchell (janm@misstexas.org) with questions and visit the website to register a Hometown Star.

Virtual Training Sessions: When and where will the Virtual Training Sessions be available?

- The Virtual Training sessions are linked in the [Resource Library DropBox Folder](#)
- Note: Only videos listed on this document will count towards the medal requirement for this year's medal.

Documentation Requirements

- The application link will be posted to the Contestant Portal. Upload one (1) link to a PDF document or Canva file (must be set to public view) with complete documentation for each item listed under the medal requirements. Samples of past Best of Texas applications are included below. (The medal requirements have changed slightly each year and past applications may contain medal requirements which are no longer applicable.)

Miss Application Examples	Teen Application Examples
2025: Sadie Schiermeyer (Gold)	2025: Emma Fossum (Gold)
2024: Annette Addo-Yobo (Silver)	2024: Macie Krause (Gold)
2023: Ellie Breaux (Gold)	2023: Natalie Poveda (Bronze)
2022: Averie Bishop (Gold)	2022: J-Belle Kimbrell (Gold)