



Miss America *Spotfund & Fundraising Talking Points

1. Be sure your Spot.Fund/missamerica2021 fundraising page is created.
2. Share your Spot.Fund/_____ unique link with everyone you know!
3. Make the individual ask (not just a digital one!)

Things to Know:

Miss America's Mission: *Prepare great women for the world, and prepare the world for great women.*

About the Miss America Organization: The Miss America Organization, a 501(c)4, is one of the most recognizable names in America, working to empower young women through education and service. Miss America candidates contribute tens of thousands of community service hours annually and have raised over \$20 million for Children's Miracle Network Hospitals and Miss America scholarships since 2007.

About the Miss America Foundation: The Miss America Foundation (MAF) is a 501(c)(3) non-profit organization that empowers women through educational scholarships. In addition to awards for women competing in the Miss America program, the MAF offers scholarships to women in the categories of medicine, business, STEM, military service, equity and justice work, social impact, athletics, the performing arts, and more. Donations made through this campaign will directly benefit the candidate's state organization and the Miss America Foundation, 501(c)(3). All donations are tax-deductible per IRS regulations.

Things to Consider:

1. The more money raised, the more scholarships we can give and the more your state organizations benefit!
2. The skills you gain by raising funds for MAO will benefit you for years to come. This is a *strong* resume-builder and will translate to other organizations and initiatives.
3. Scholarships through this program have helped women across the country for decades become passionate, impactful leaders. Raising funds for MAO is to collectively empower and encourage women for years to come.
4. Donors make a direct impact on your scholarships.



How do I open a conversation with donors?

Donors want to know why you're personally invested in Miss America. Remember, many people think that participating in Miss America is simply doing a *pageant*. As we know, it's so much more! Begin the conversation by sharing what got you involved, how you have benefitted so far, and why you're still here.

Example:

"I got involved in the Miss America Organization because my dance teacher suggested it! Once I began participating, I learned that it was about so much more than being on stage. Being a part of this organization has encouraged me to be the best version of myself. I've gained public speaking skills, built my confidence, grown my professional network, and so much more. Most importantly, I've found an avenue to shine a light on my social impact initiative Alzheimer's Awareness. This year, I have worked with the Alzheimer's Association and the Alzheimer's Foundation of America to raise awareness and lobby my state legislators."

Why should they fund Miss America Scholarships?

How have you benefited from scholarships through Miss America? Whether you've won \$100,000 or \$500, the scholarships are beneficial in *combination* with other life skills and professional development opportunities. How can you share what you have gained most from competing?

Example:

"The Miss America Organization makes available over \$5 million dollars in cash scholarships a year across the country. In addition, there are millions of dollars made available to candidates through in-kind scholarships as well. Here in *insert state*, we're grateful to have the support of *insert school* as one of our in-kind donors."

The best part about competing is that you don't have to win to earn scholarships. Candidates in every competition are eligible! So far, I have earned \$4,500 through competing. I am using this to pursue my Bachelor's in Communication from *insert school*/ I am using my MAO scholarship to pay back my student loans."



How do you make the ask?

The answer is *always* no...unless you ask. BUT, you cannot simply rely on social media posts or digital efforts. Make it personal. More often than not, people are willing to give if they receive a personalized ask. It's as simple as that.

(Pro-tip: Always OVER-ask. Do you need to raise \$100? Ask for \$150. Donors will likely meet you at a lower point than you've asked for and that will be closer to your desired dollar amount. This will help you reach your goal faster.

Example:

“Thank you for letting me share why I’m involved in Miss America and how the scholarships have impacted me. Will you help us further our mission by making a \$100 donation today?”

Other phrases that are appropriate:

“Would you be willing to support women’s scholarships with a \$100 donation?” “Are you interested in investing in women’s education with a \$150 donation today?”

Fundraising Ideas and Suggestions:

- Practice with friends and family before making an ask.
- Be confident in your approach.
- Create a list of 25 contacts that could be potential donors and reach out to them one-on-one.
- Use your talent to raise funds. Can you teach a master class or give a lecture for small donations? Usually, \$15/class is a reasonable ask.



- Make a list of local businesses that align with the values of promoting leadership, educational opportunities, women’s initiatives, and more.
 - Make outreach to them
 - Make a list of tiered “investments” they can make with you/your local title (Example)
 - \$100 = 1 social media shoutout across channels
 - \$250 = 2 social media shoutouts and 1 virtual appearance (or in person if that’s safe)
 - \$500 = 2 social media shoutouts, a mention on your website, 2 virtual appearances
 - Or, start by mentioning them on your socials in ways that are organic, and capture their attention before making the ask.
- Build a social campaign around an important number for you or your organization
 - Raising \$20.21 for 2021; Raising \$3.50 for #35 in the lineup; Raising \$7.10 for 7 in 10 children. Get creative!
- Utilize a notable contact to host a *ticketed* “Zoom” event “Fireside Chat” (use your *Spotfund to sell tickets!)
- Follow up after donation and give them an update with thank you
 - Your Spotfund campaign will automatically send donors a “thank you”, but do not dismiss the art of a hand-written note or telephone call to drive the point home.
- Start 2021 appealing to donors to give a MONTHLY reoccurring (through your Spot.fund page). **If you can get 25 people to give \$10/month, that’s \$3,000/year!**
- PSA’s on Tik Tok & Instagram Reels— Debunk MAO myths ([Like Miss Oregon here!](#)) and have a donate call to action at the end.
- Partner with your campus organizations to support your scholarship funding/ask them to share your efforts with their socials/email database.