

DIRECTIONS FOR AT-LARGE CONTESTANTS TO SET UP YOUR ACCOUNT FOR SPOTFUND FOR THE MISS AMERICA FOUNDATION FUNDRAISING FOR THE

2020 MISS MA OUTSTANDING TEEN PAGEANT

***\*\* All Local Pageant Titleholders must also register and set up a new profile on SpotFund and may follow these steps. \*\****

**All** 2021 State Contestants **must register** at this website. It is also **MANDATORY in our state, to fundraise** in order to compete in the state pageant. Each state contestant must raise a **minimum of $250** before the date of the 2021 state competition and a percentage of the money raised by all of our state contestants and our 2021 MMAOTeen will be credited back to our state pageant for scholarships. **Our MMAOTeen 2021 will be required to fundraise for the Miss America Foundation – the scholarship branch of the Miss America Organization.**  An award will be given to the State Contestant who raises the most at the State Pageant! Various fundraising activities will be explained to winner. At Nationals in 2019, Rachel was among the top fundraisers of the 51 contestants.

The only change for the 2021 Competition Year is the remaining fundraising will be raised through the MAO dedicated SpotFund url (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. This now replaces the old CMNH fundraising site. **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 (copy link above)

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: Payton May WA 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. You may enter At-Large if you are competing as an At-Large contestant.

**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 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 MAOTeen programs to help increase donation responses. While your Platform/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.

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. An 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

In order to compete in our State Teen pageant – you must register at this site as part of your Application Paperwork. If you are not registered prior to the Orientation, you will not be allowed to compete. Please do the registration process with a parent or guardian so they are aware of this process and can monitor and assist you in your successful fundraising.

*Should you have any questions or problems registering, please contact your State Director, Donna Klamkin at* *donnaklamkin@gmail.com*.