

MISS AMERICA



Introduction  
to the  
National Platform  
of the  
Miss America Organization

# TABLE OF CONTENTS

Page 1.....	Why a National Platform?
Page 2.....	What is Children's Miracle Network?
Page 3 .....	What Does This Mean for Contestants?
Page 4 .....	How Will the Funds be Raised?
Page 5 .....	Getting Started
Page 6 .....	Step One: Create E-mail/Personal Page
Page 7 .....	Step Two: Send E-mail to Relatives, Friends and Neighbors
Page 8.....	Step Three: Review Fund Raising Progress, Monitor Donations and Current Standings
Page 9.....	Miss America Miracle Maker Award and Recognition Program

## WHY A NATIONAL PLATFORM?

In 1989, the Miss America Organization founded the platform concept, which requires each contestant to choose an issue about which she cares deeply and that is of relevance to our society. Once chosen, Miss America and the state titleholders use their stature to address community-service organizations, business and civic leaders, the media and others about their platform issues. This legacy will continue.

Now, in addition to her personal platform, Miss America will also be a goodwill ambassador for Children's Miracle Network. This new national platform will provide the Miss America Organization the opportunity to not only raise funds for Children's Miracle Network, but also to raise additional funds for the Miss America Scholarship Foundation, thus maximizing exposure, awareness and impact for both organizations.



MISS AMERICA



## WHAT IS CHILDREN'S MIRACLE NETWORK?

Children's Miracle Network is a non-profit organization dedicated to helping kids by raising funds for 170 children's hospitals across North America.

The 170 hospitals affiliated with Children's Miracle Network help 17 million children each year—kids with cancer, birth defect, pediatric AIDS, accident trauma and every affliction imaginable. These children's hospitals are there 24 hours a day to provide state-of-the-art care, cutting edge research and community outreach programs that benefit children in every state in the U.S.

To find out more about Children's Miracle Network log onto [www.childrensmiraclenetwork.org](http://www.childrensmiraclenetwork.org).



### Helping Kids like Fletcher

Finding out he had a brain tumor at age 6 didn't slow Fletcher down a bit. Always the comedian, Fletcher won the hearts of everyone in the hospital with his funny poses, goofy smiles and the famous "magic milk" dance he did when his anesthesia was kicking in.

When he had to wear a mask to school, Fletcher patiently explained to his fellow first-graders that the "army mans" in his blood were sleeping and couldn't fight off infections just then. After neurosurgery to remove his tumor, he proudly showed classmates the "war wounds" on his head. Famous for eating six hamburgers right after surgery and wearing temporary tattoos on his bald head, Fletcher is ever the optimist no matter what comes his way.

## WHAT DOES THIS MEAN FOR CONTESTANTS?

Service, one of the four points of the crown, has always been important to contestants striving for the opportunity to be Miss America. To build on this, contestants competing at any level in the Miss America system will now be expected to raise a minimum of \$100 to support Children's Miracle Network and the Miss America Scholarship Fund. This is not an entrance fee, but rather a new service requirement to participate in Miss America sponsored pageants.

This new service requirement will not only continue the Miss America Organization's legacy of service and scholarship assistance, but also raise funds and awareness for Children's Miracle Network.



**Jennifer Berry**  
*Miss America 2006*

*"During my year of service, I have had the amazing opportunity to meet some of the children treated at Children's Miracle Network hospitals and have seen first hand the miracles created by this great organization. I'm thrilled about this new fund raising opportunity. Not only will it further the Miss America Scholarship Fund, but it will also help children across the country."*

## HOW WILL FUNDS BE RAISED?

*Raising funds will be as easy as one, two, three.*

1. Before participating in local, state and the national Miss America pageants, each contestant will log onto **www.missamerica4kids.org** to create her personal fund raising web page and to set a fund raising goal (minimum—\$100 local, \$250 state, \$500 national).
2. Once registered, contestants will e-mail friends and relatives to ask for donations to support Children’s Miracle Network and the Miss America Scholarship Fund using a simple pre-formatted e-mail system.
3. Friends and relatives will then log on to their contestant’s personal fund raising web page to make secure online donations using a credit card or check.

For more information regarding the fund raising process, please refer to the fund raising tutorial at the end of this guide.

*Miss America 2001*  
*Angela Perez Baraquio*



## GETTING STARTED

Go to [www.missamerica4kids.org](http://www.missamerica4kids.org) and click on the “New Contestants” link. (This is also a great place to learn more about the partnership and Children’s Miracle Network.)

**MISS AMERICA**

**Children's Miracle Network**

Name

Miracle Story

Mission Statement

Frequently Asked Questions

Returning Contestants

User ID:

Password:

[Log In](#)

Forgot Password? Contact Support

**Help Kids Like Marcast!**

See An incredible miracle story here

**Congratulations**

on your decision to become a Miss America 2007 contestant. I can't tell you how much this past year has changed my life! I am especially grateful for the opportunity to visit with so many children who have been helped by their Children's Miracle Network hospitals.

Children's Miracle Network is now the official national platform of the Miss America Organization. This year we are asking each contestant to raise a minimum of \$100 to benefit the Miss America Scholarship Fund and Children's Miracle Network in order to participate. To fund raise, there are three easy steps:

- Click on the new contestant button below and complete your profile
- Send emails to your family and friends
- Monitor your results

You can help make the dreams of millions of kids come true who need the life-saving care and specialized services that only Children's Miracle Network hospitals provide.

Thank you and good luck!

*Jennifer Berry,  
Miss America 2006*

**New Contestants**  
[click here](#)

Click on “new contestant” link to register as a new user. Then follow the step-by-step instructions to create your personal contestant web page and send e-mails to relatives, friends and neighbors.

# STEP ONE: CREATE E-MAIL/PERSONAL PAGE

- Complete personal profile.
- Upload picture.
- Hit Save button.
- Click on link to personal page to preview the page:



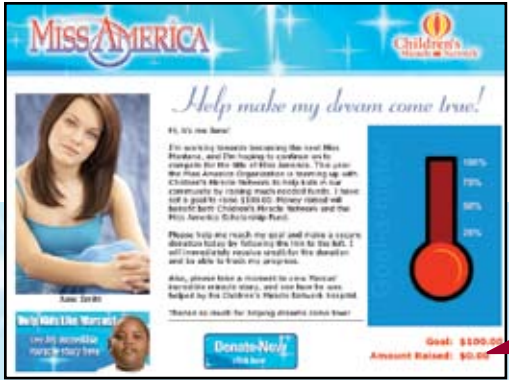


## STEP TWO: SEND E-MAILS TO RELATIVES, FRIENDS AND NEIGHBORS

- Click on Send E-mails link on left side of page.
- Enter 10 or more e-mail addresses of family and friends you would like to contact.
- If you would like to preview your e-mail click on Preview button.
- Click the Send button.



# STEP THREE: REVIEW FUND RAISING PROGRESS, MONITOR DONATIONS AND CURRENT STANDINGS



You can view your fund raising progress by going to your personal page.



After you have sent e-mails to your friends and family you can monitor your results by clicking the “view donors” buttons on the left hand side of the screen.

In addition to monitoring your donors you can also view your standing among other contestants by clicking on “view all contestants.”



*You are now off and running! Have fun, good luck and thank you for your support of Children’s Miracle Network and the Miss America Scholarship Fund.*

# MISS AMERICA MIRACLE MAKER AWARD AND RECOGNITION PROGRAM

## NATIONAL MIRACLE MAKER AWARD AND RECOGNITION

### *Miss Miracle Maker Award - National Contestant Level*

- National Miss Miracle Maker Award
- Award given to the national contestant raising the most funds prior to the national pageant
- Award presented to winning contestant during national pageant festivities
- Winner receives trip for two to Children's Miracle Network Celebration
- Works with Children's Miracle Network throughout the year
  - Local appearances
  - National recognition
- \$5,000 scholarship given to winner by MAO and Children's Miracle Network

## STATE MIRACLE MAKER AWARD AND RECOGNITION

### *Miss Miracle Maker Award - State Contestant Level*

- State Miss Miracle Maker Award (52 state awards – includes D.C. and Virgin Islands)
- Award given to the state contestant raising the most funds prior to the state pageant
- Each individual state pageant presents a Miracle Maker Award during the state pageant
- State winners are promoted during national pageant festivities
  - Miracle Maker page in national pageant program highlighting state winners

## MISS MIRACLE MAKER AWARD - STATE EXECUTIVE DIRECTOR LEVEL

### *State Executive Director Miracle Maker Award (1 Award)*

- Award given to the executive director of the state with the highest fund raising average per contestant
- Award presented to the winning state executive director during national pageant festivities.
- Winner receives trip for two to Children's Miracle Network Celebration
- \$5,000 scholarship money awarded to winning state pageant
- Recognize top 5 state executive directors during the Children's Miracle Network Evening of Dreams

## LOCAL MIRACLE MAKER AWARD AND RECOGNITION

### *Miss Miracle Maker Award - Local Contestant Level*

- Miracle Maker Award Certificate for contestants portfolio
- Certificate given to all contestants that raise more than \$100 per local pageant
- Certificate sent via e-mail week following local pageant
- Special certificate for attaining the \$500 and \$2500 levels



**Contact: David Harnicher**

Voice Mail: 801-273-3269

Cell: 801-828-8877

[dharnicher@childrensmiraclenetwork.org](mailto:dharnicher@childrensmiraclenetwork.org)

4525 South 2300 East

Salt Lake City, UT 84117

Phone 801-278-8900

Fax 801-277-8787

MISS AMERICA

Two Miss America Way, Suite 1000

Atlantic City, NJ 08401

Phone 609-345-7571

Fax 609-347-6079