

To all Local Pageant contestants in the Miss America Organization:

Congratulations on becoming involved with the one of the nations leading achievement programs and the world's largest provider of scholarship assistance for young women. Last year the Miss America Organization and its state and local organizations made available more than \$45 Million in scholarship assistance.

Beginning in 2007, Miss America has developed a National Platform and has partnered with Children's Miracle Network – an alliance of children's hospitals. Children's Miracle Network is a non-profit organization dedicated to saving and improving the lives of children by raising funds for children's hospitals across North America. Each year the 170 Children's Miracle Network hospitals provide the finest medical care, life-saving research and preventative education to help millions of kids overcome diseases and injuries of every kind.

This National Platform starts at the Local Pageants with the 2008 pageant year (those locals that start in calendar year 2007 and the winners go to the State 2008 Pageants). Each contestant is asked to register on-line at MissAmerica4Kids.org. At the bottom of the first screen is a button labeled "New Contestants - click here". Press that button and you are on your way. It will take you only 5 minutes to register. Your expected minimum goal is \$100 for each local pageant level but you may select a higher goal. This minimum local pageant goal of \$100 is for the National Platform which is very similar to the personal platform that you may have. Then once you save the information and upload a picture if you want to, click on "Send emails" on the left hand side and enter email addresses to send to your friends and family. (Hint: send one email to yourself at your email address, then add a personal note to that email and forward this email to as many as you like within your own email system.)

The funds raised are under your name and roll-over to qualify you for future pageants. For example, if you raise \$500 then you are pre-qualified for 5 local pageants. But, for each pageant you compete in you must update your profile on MissAmerica4Kids.org to reflect that pageant name. If you win local pageant #2, then the \$300 excess (\$100 was used for each of the two local pageants leaving \$300 left over) is applied to the State Pageant minimum goal of \$250 and you have already met that goal.

It is as simple as that. You may track your progress and see how you are doing. The more emails you send, the more funds you raise for both of these great organizations. Yes, these funds are for both entities – the donations help increase the future scholarship fund as well as go to the children's hospitals.

The attachment is a detailed explanation of the above.

So, please take 5 minutes and go to MissAmerica4Kids.org and register for the pageant you will be competing in. If you elect to compete in additional local pageants simply return to MissAmerica4Kids.org and update (select the next pageant name) which pageant you are now involved with.

Starting this year every contestant is required to raise \$100.00 to donate to Children's Miracle Network, which is now the national platform for Miss America. It may seem a little overwhelming at first but I think once you get started it will be fairly easy. For instance all you would need is 20 people to donate at least \$5.00. Many of the contestants that have already had to raise the money ended up raising well over the required amount. One way is to send out an email to every person in your address book requesting a donation (once you are registered on the Children's miracle Network website there will be an email format for you to follow just send an email to yourself then forward it to everyone in your address book). You may also try to approach local businesses or perhaps your job, or your family can approach their employers. Or simply take donations from your fellow employees. The possibilities are endless. One important thing to remember is that once the money is sent to Children's Miracle Network a portion of that money will be returned to our program to be used towards future scholarships. We will be monitoring your donations on the website because if you would not meet the goal you would become ineligible to compete.

National Service Platform Requirement

MAO has entered into an agreement with the Children's Miracle Network. The agreement, among other things, establishes the Children's Miracle Network as MAO's National Platform. As a Contestant in the Miss America program, I am required to raise a minimum of One Hundred Dollars (\$100.00) to support the Children's Miracle Network and the Miss America Scholarship Fund. If I become Miss Fond du Lac, as a Local titleholder, I understand that I am required to raise a minimum of two hundred and fifty dollars (\$250.00) to support the Children's Miracle Network and the Miss America Scholarship Fund. If I become Miss Wisconsin, as a State title holder, I understand that I will be required to raise a minimum of five hundred dollars (\$500), no later than thirty (30) days prior to the National Finals to support the Children's Miracle Network and the Miss America Scholarship Fund. In furtherance of the foregoing, I will create a personal fund raising web page and perform such other acts and deeds in accordance with the instructions and requirements of MAO as the same may change from time to time.

Print Name _____

Signature _____ Date _____

CMN FAQ'S

Q: Where can I find more information about Children's Miracle Network?

A: Visit <http://www.childrensmiraclenetwork.org>

Q: Do I need to raise money for Children's Miracle Network or can I raise money for my personal platform instead?

A: You must register on MissAmerica4Kids.org and chose a minimum goal (\$100 for Local Pageants, \$250 for State Pageants and \$500 for the National Pageant). We hope you will select a higher goal. You may still support a personal platform as in the past. Children's Miracle Network was selected in 2007 as the National Platform by the Miss America Organization. So while other personal platforms are still valid, we hope future platforms chosen will relate to the many worthy causes a children's hospital can provide.

Q: How many emails shall I send?

A: You are encouraged to send emails to ALL your family and friends. A good suggestion is to send at least 10 emails to get your fund raising started.

Q: How long is too long to wait to send a second email to someone?

A: That is a personal preference, but a good standard to follow is if you haven't heard back from someone in a week's time it may be a good idea to follow up with another email or perhaps a phone call.

Q: What if the photo I would like to use is in a different format (tiff or pdf) than jpeg?

A: You will need to reformat your picture to be a jpeg or choose a different photo that is already a jpeg format.

Q: Can I upload more than one photo?

A: No, you are limited to one photo.

Q: Can I edit my Contestant Profile?

A: Yes. Simply log on and when the contestant profile comes up, change what you would like. Add a new photo if you wish. But do not change your User ID.

Q: Can I customize my personal page?

A: The only customizations on the personal page are your picture, first name, title currently competing and fundraising goal.

Q: Can I customize the email I send to my friends and family?

A: Yes. Send the email to yourself to obtain the link to your personal page. Customize a new email to your friends and family, cut and paste the email link into your new email and send the email from your personal email account.

Thank you and good luck!