Creating a Fundraising Campaign for Miss America 2027

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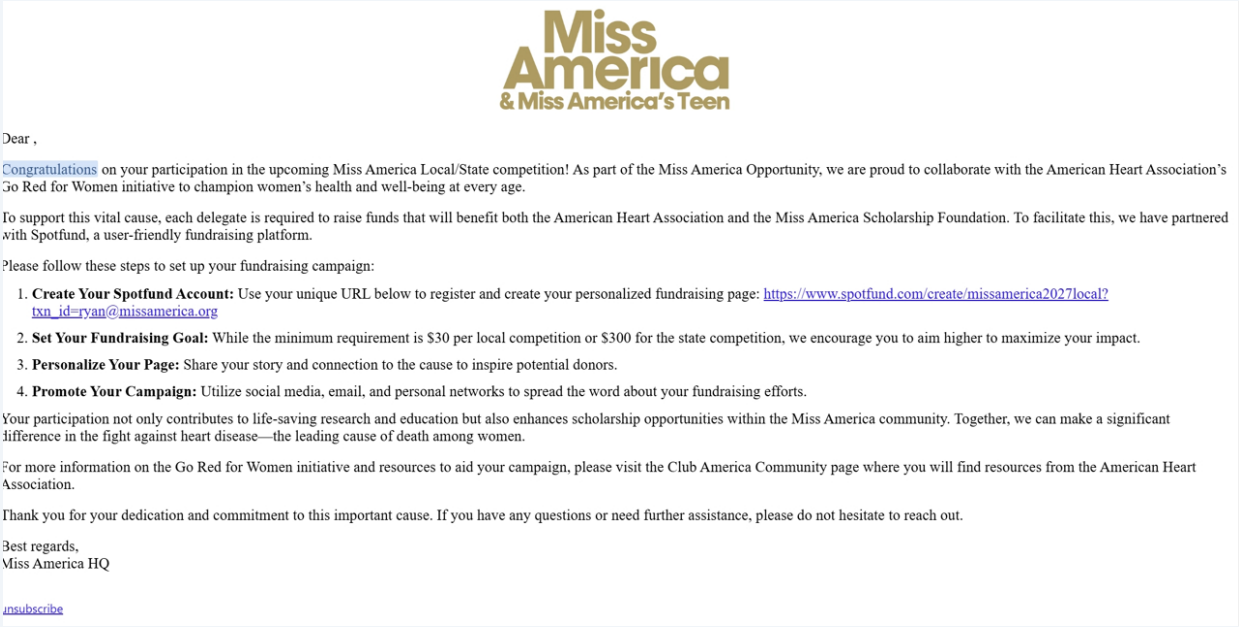
Step 1: SPOT FUND REGISTRATION LINK. Once you have joined the Miss America Opportunity and completed your Delegate Agreement to compete for a Miss America Local or State (At-Large) competition. You will receive an email from Miss America with Your Personalized Spot Fund sign-up link.



Miss America & Miss America's Teen

Dear ,

Congratulations on your participation in the upcoming Miss America Local/State competition! As part of the Miss America Opportunity, we are proud to collaborate with the American Heart Association's Go Red for Women initiative to champion women's health and well-being at every age.

To support this vital cause, each delegate is required to raise funds that will benefit both the American Heart Association and the Miss America Scholarship Foundation. To facilitate this, we have partnered with Spotfund, a user-friendly fundraising platform.

Please follow these steps to set up your fundraising campaign:

1. **Create Your Spotfund Account:** Use your unique URL below to register and create your personalized fundraising page: https://www.spotfund.com/create/missamerica2027local?txn_id=ryan@missamerica.org
2. **Set Your Fundraising Goal:** While the minimum requirement is $30 per local competition or $300 for the state competition, we encourage you to aim higher to maximize your impact.
3. **Personalize Your Page:** Share your story and connection to the cause to inspire potential donors.
4. **Promote Your Campaign:** Utilize social media, email, and personal networks to spread the word about your fundraising efforts.

Your participation not only contributes to life-saving research and education but also enhances scholarship opportunities within the Miss America community. Together, we can make a significant difference in the fight against heart disease—the leading cause of death among women.

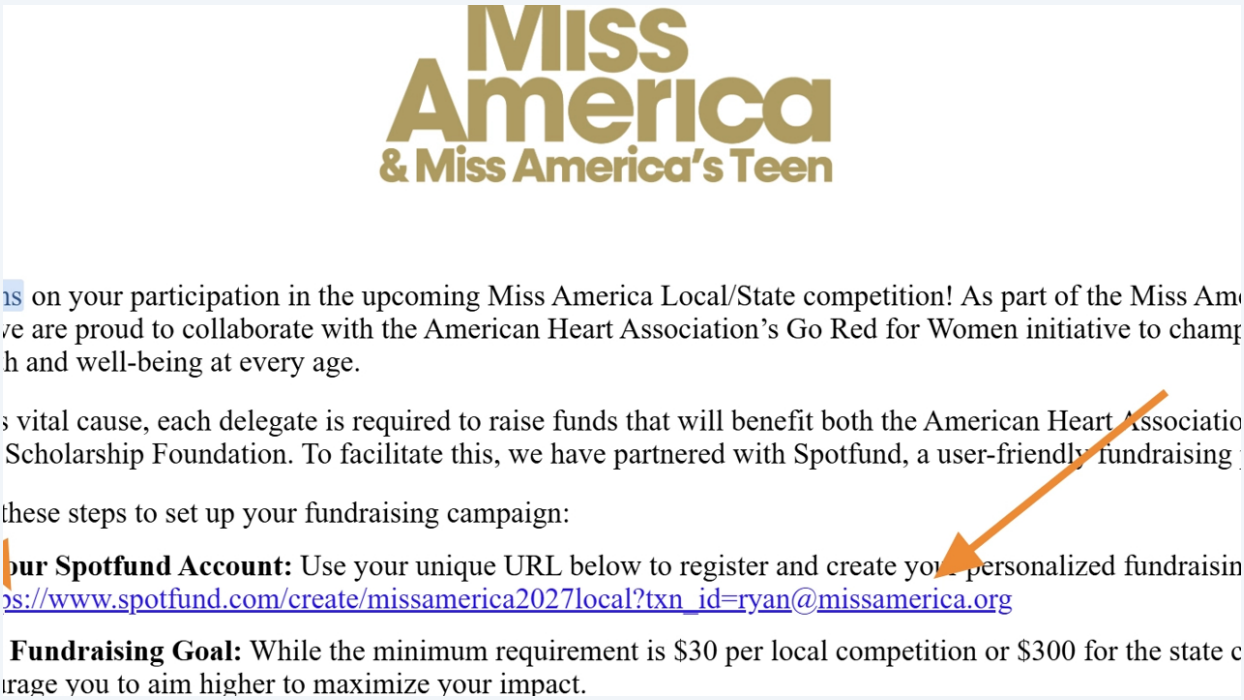
For more information on the Go Red for Women initiative and resources to aid your campaign, please visit the Club America Community page where you will find resources from the American Heart Association.

Thank you for your dedication and commitment to this important cause. If you have any questions or need further assistance, please do not hesitate to reach out.

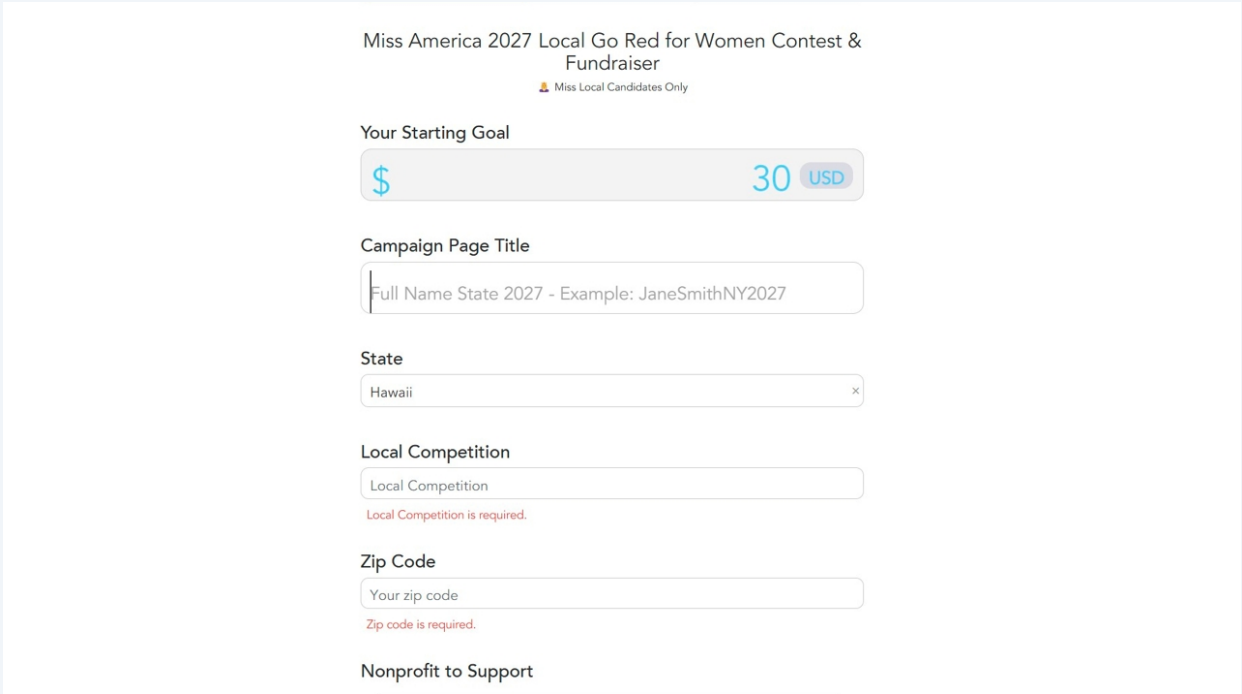
Best regards,
Miss America HQ

Unsubscribe

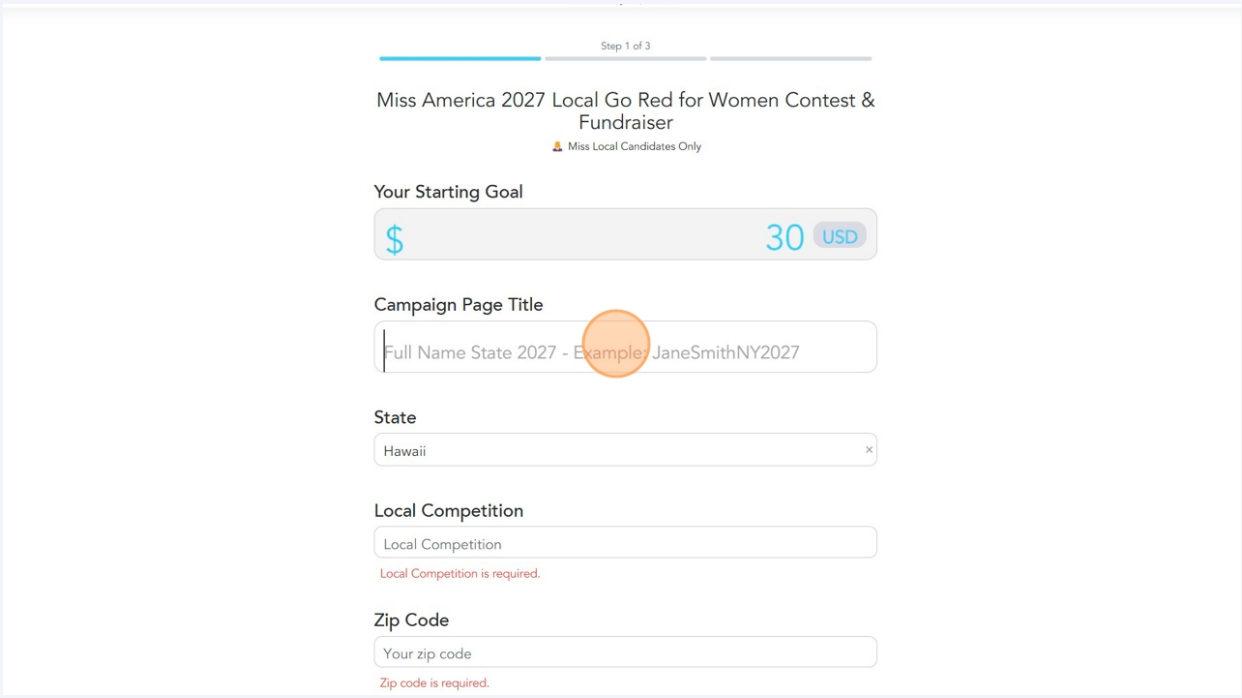
2 **Step 2: Click on your unique link to begin the process of creating your America Heart Association "Go Red for Women" Fundraising profile on Spot Fund.**



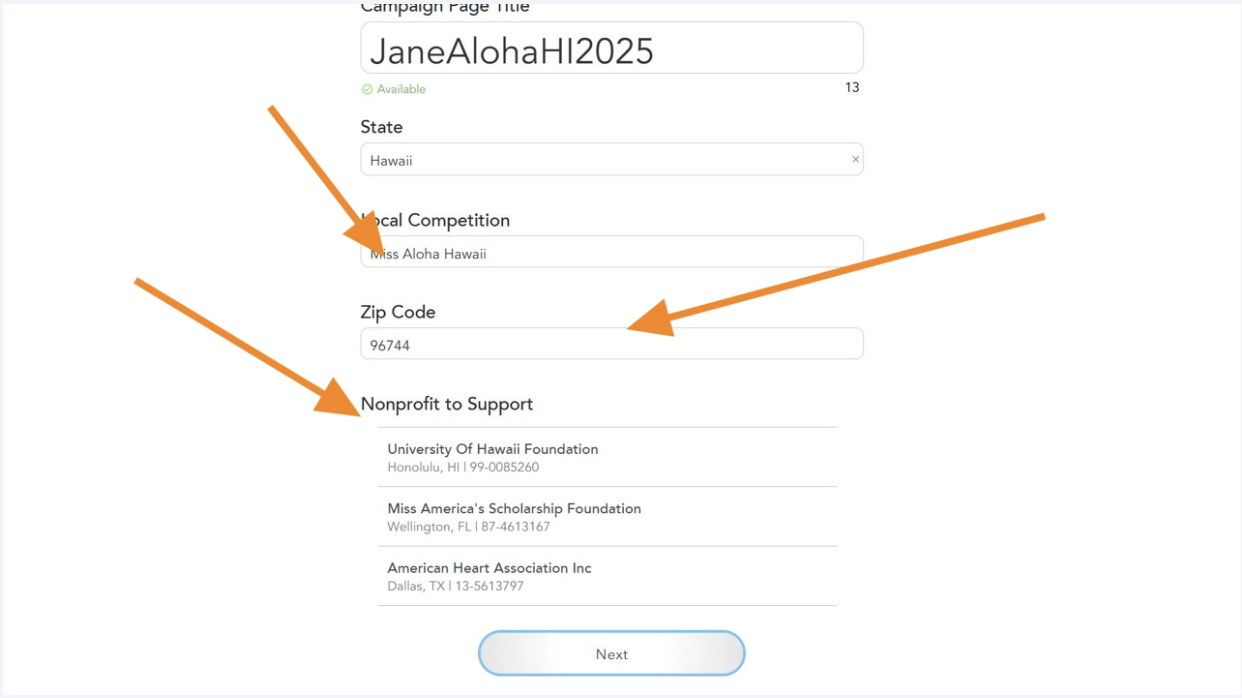
3 **Step 3: Follow Prompts.** Carefully follow the prompts in completing your profile's initial setup.



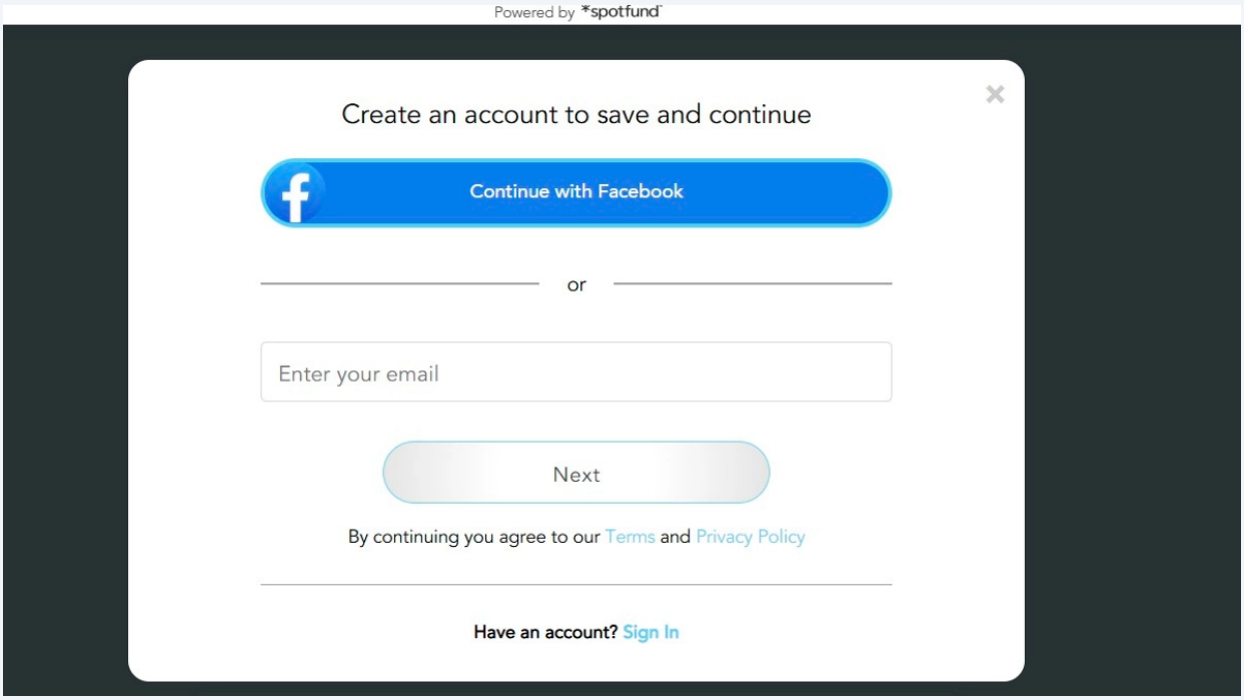
4 **Step 4: Insert your Campaign Page Title** (i.e., JaneSmithNY2027 [first name, last name, State abbreviation, cycle year, etc.). **Insert your Starting Goal:** $30 per local competition, $300 for your State competition, adjust accordingly.



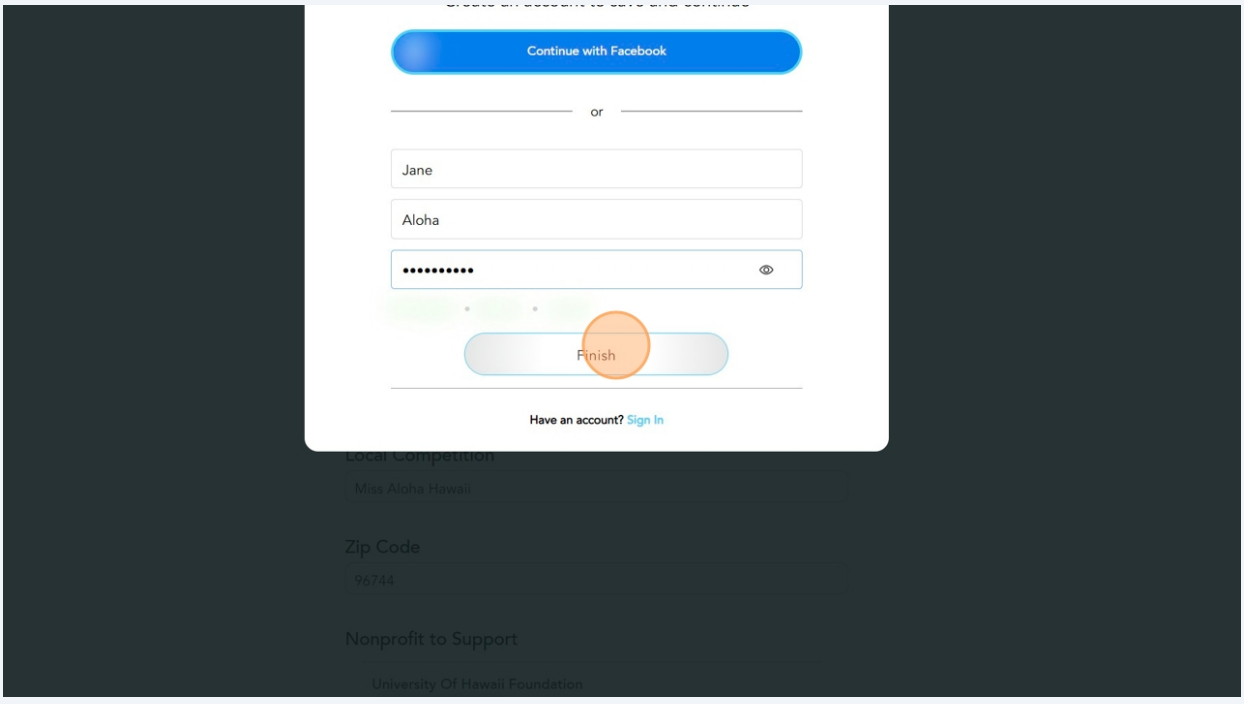
5 **Step 5:** Insert State and type in the **name of the local competition title** (or At-Large, if applicable). Insert your **zip code** and the non-profit organizations in which you will help to raise monies for will appear.



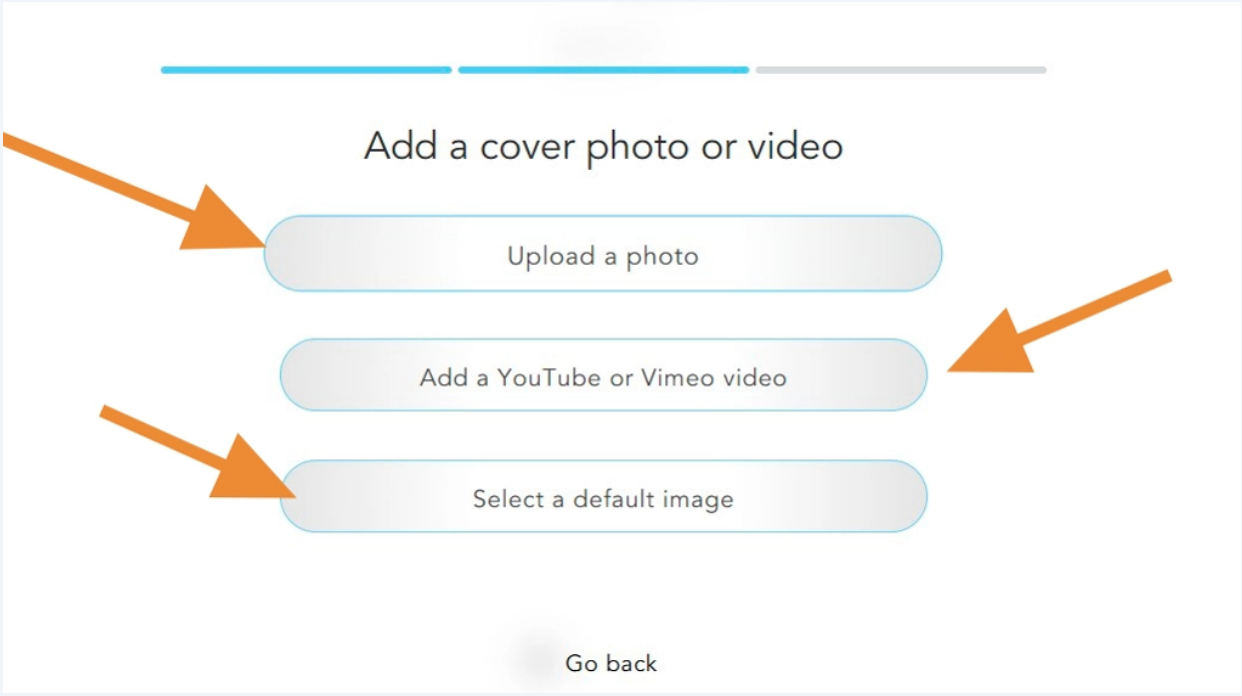
6 **Step 6:** After completing all prompts, please click "NEXT." A new prompt will appear and request for you to "Enter your email" in the field provided. Please click "NEXT" again.



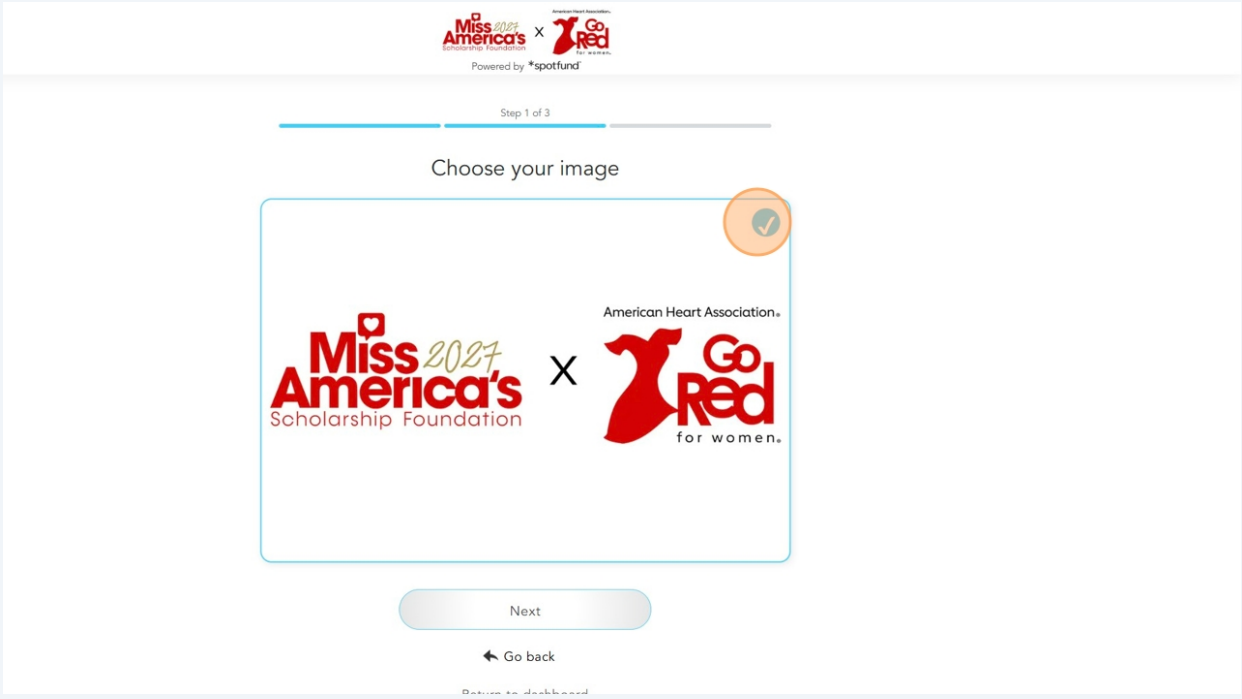
7 **Step 7:** Follow prompts in creating your password. Click "Finish".



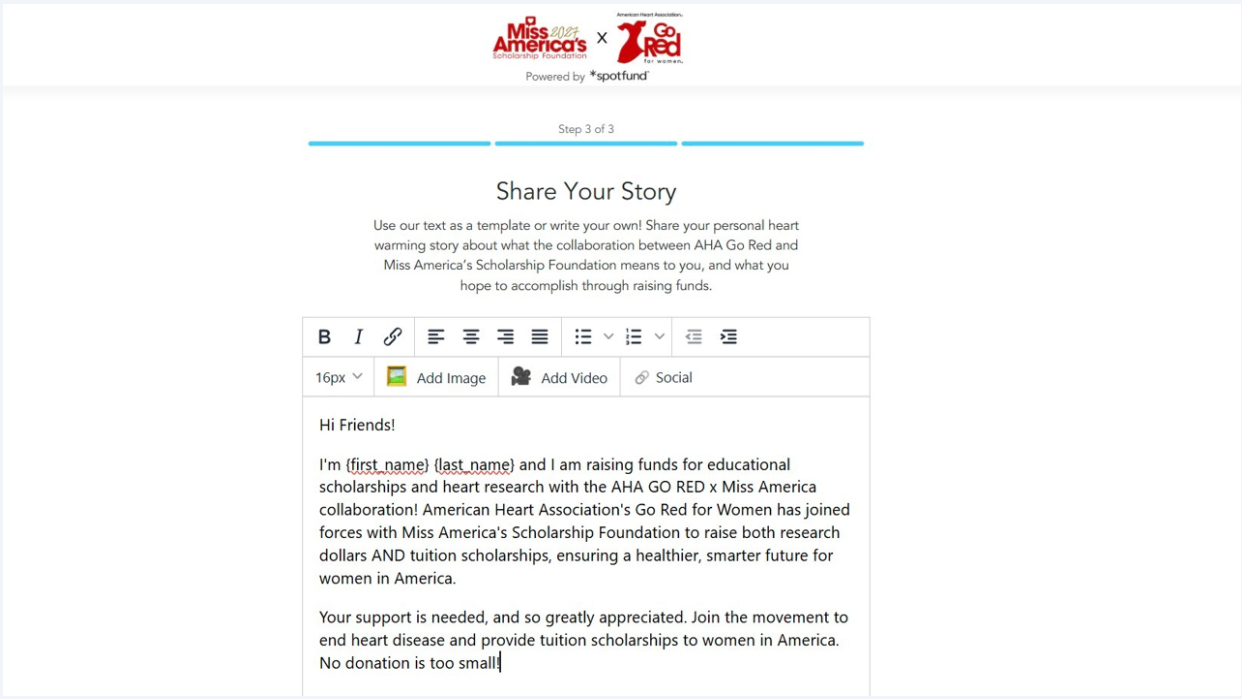
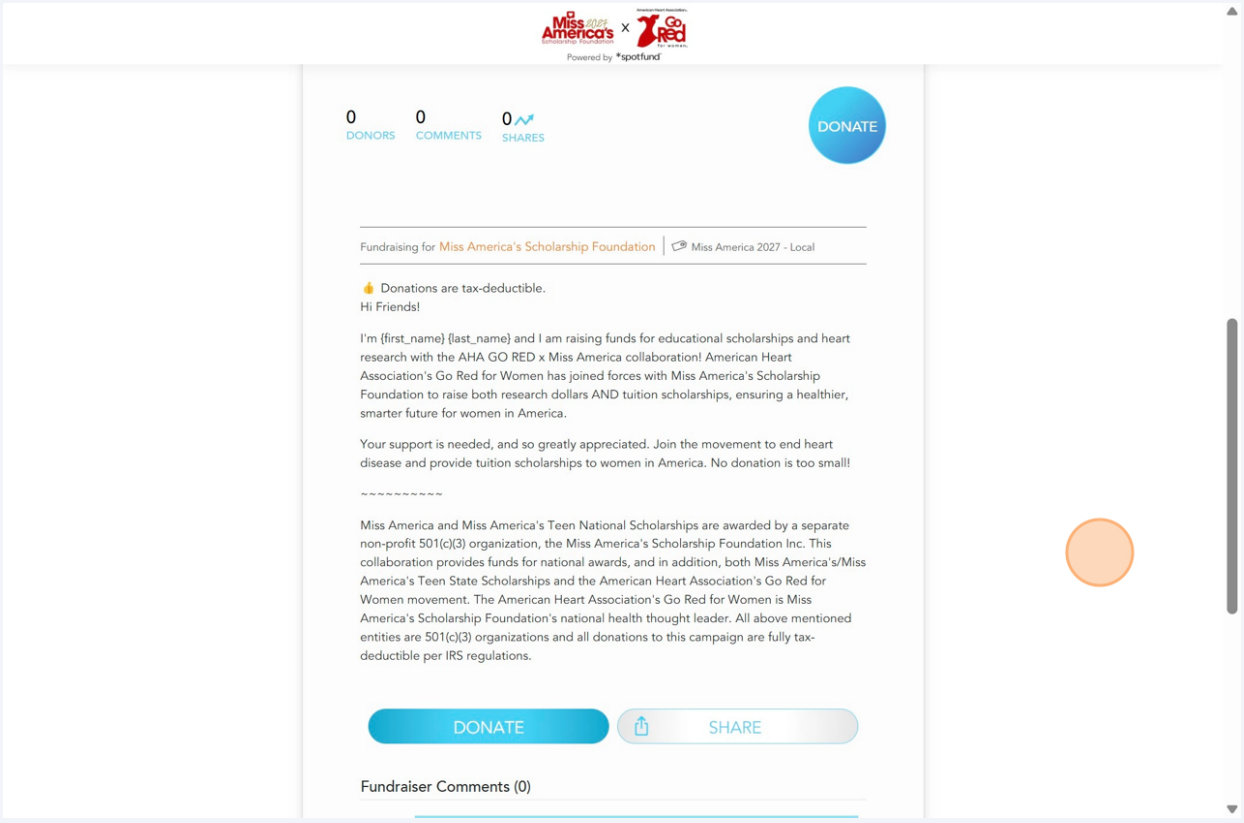
8 **Step 8:** Follow prompts in 1) Uploading your Headshot (required), 2) Add a personalized video message by inserting a youtube or vimeo link, 3) Select a default image.



9 **Step 9:** Default Image Example.



10 Step 10: Personalize your message on your profile.



11 **Congratulations!** You have completed the setup for your **America Heart Association Go Red for Women** campaign. Share your profile link and your story and passion for Women's health. Reminder: For each local competition in which you compete, you will create a new profile within your Spot Fund account and raise a minimum of $30. Questions? Contact your local or State Director or email us at ryan@missamerica.org.