



**Children's
Miracle Network
Hospitals**

Introduction to the National Platform
of the
Miss America's Outstanding Teen Organization

www.maoteen4kids.org

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

What is Children's Miracle Network Hospitals?

Children's Miracle Network Hospitals has grown dramatically since its founding in 1983 from a televised fundraiser in a small studio to one of the North America's leading children's charities.

Children's Miracle Network Hospitals was founded with 2 goals:
 Help as many children as possible by raising funds for children's hospitals.
 Keep funds in the community in which they were raised to help local children.

The organization was founded by Marie Osmond and her family, John Schneider, Mick Shannon and Joe Lake.

Children's Miracle Network Hospitals most recognizable symbol and greatest fundraising tool is its red and yellow Miracle Balloon icon.

As of 2011, Children's Miracle Network Hospitals has raised more than \$4.3 billion—most of which is donated a dollar or two at a time.

Children they help:

They touch the lives of more children and their families than any other children's charity. Whether they suffer from common childhood afflictions like asthma and broken bones, or fight bigger challenges like birth defects or cancer, Children's Miracle Network Hospitals provide comfort, treatment and hope to millions of sick kids each year.

These kids aren't in faraway countries or from opposite sides of the nation—they're in your community. They may be your own children.

Every year, they identify a child with a remarkable medical story from each state. These "Champions" serve as the face for the millions of children treated at our hospitals every year. Our Champions and their families travel to Washington, D.C., and Orlando, Fla. each year to highlight the vital work of children's hospitals.

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's Outstanding Teen. To build on this, contestants competing at any level in the Miss America's Outstanding Teen system will now be expected to create a profile to support Children's Miracle Network Hospitals and the Miss America's Outstanding Teen Scholarship Fund.

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

How will funds be raised?

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

1. Before participating in local, state and the national Miss America's Outstanding Teen pageants, each contestant will log onto www.maoteen4kids.org to create her personal fund raising web page and to set a fund raising goal (we recommend—\$100 local, \$250 state, \$500 national).

2. Register for Pageant- choose the current pageant you are competing in. If the pageant is not listed on the drop down menu, please contact Erica Burgin eburgin@cmnhospitals.org to have it added.

****make sure to update pageants when you change competitions!****

3. Once registered, contestants will e-mail friends and relatives to ask for donations to support Children's Miracle Network Hospitals and the Miss America's Outstanding Teen Scholarship Fund using a simple pre-formatted e-mail system.

4. 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.

Getting Started

Go to www.maoteen4kids.org and click on the “New Contestants” 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.

**MISS AMERICA'S
OUTSTANDING
TEEN**

**Children's
Miracle Network
Hospitals**

Home

Miracle Story

Mission Statement

Frequently Asked Questions

Search for a Contestant To Donate

Returning Contestants

User ID:

Password:

Log In

[Forgot Password](#)

[Forgot User ID](#)

Leah Sykes

Congratulations

on your decision to compete in the Miss America's Outstanding Teen Competition! Here's an opportunity for you to make a difference!

For the past two decades, the Children's Miracle Network has teamed up with Miss America to raise awareness and funds for children around the country suffering from life threatening diseases. We are incredibly excited to also be working closely with the Children's Miracle Network, the official national platform of Miss America's Outstanding Teen.

We are asking each contestant to set a minimum goal that will raise \$100 for a Local Pageant, \$250 for a State Pageant and \$500 for the National Pageant to benefit the Miss America's Outstanding Teen Scholarship Fund and the Children's Miracle Network. This is a voluntary program offered to the teens competing, but I hope you will consider the many benefits of your hard work.

To fund raise, there are three easy steps:

- Click on the "new contestant" button to the left and complete your profile (a photo is optional)
- 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 Children's Miracle Network hospitals provide.

New Contestants
click here

Step One: Create Profile

Home

Contestant Profile

STEP 1 STEP 2 STEP 3

CREATE PROFILE REGISTER FOR PAGEANT SEND EMAIL

Please complete all fields and press Next. * = Required

* First Name:

* Last Name:

* State:

* Pageant Cycle:
[What is Pageant Cycle?](#)

* Fundraising Goal for Cycle:

* Email Address:

* Verify Email Address:

Address:

City:

* Zip:

* User ID: **Create your own personal User ID**

* Password:

* Verify Password:

Upload Photo:

(Optional)... Max Photo Size: 325KB in JPEG

- Complete personal profile.
 - *[Pageant Cycle FAQ](#) -a pageant cycle is from the first local to the state to the national pageant within a period that a contestant can compete towards the title of Miss America's Outstanding Teen of a specific year. This cycle may be over 18 months in length or less than a year.
 - *[Fundraising Goal FAQ](#)- we recommend \$100 local, \$250 state, \$500 national
- Upload picture.
- Hit "Next Step" button.
- Once your profile is created you will receive an email like the below example:
Dear Kristin,

Congratulations for registering for the Miss America's Outstanding Teen Fund Raising site. Your user name is kblack and you have set a goal of \$500.00. The money that you raise will go to the Miss America's Outstanding Teen Scholarship fund and to help children in your local area. The most important aspect of on line fund raising is to send emails to your friends and family.

Good Luck in your fund raising efforts

Step Two: Register for Pageant

Miss America's Outstanding Teen **Children's Miracle Network**

Home
Update Profile
Update Pageants
Send Emails
View Donors
My Pageants
Emails Sent
Frequently Asked Questions
Log out

Your information was saved.
Contestant Pageants

STEP 1 CREATE PROFILE **STEP 2 REGISTER FOR PAGEANT** STEP 3 SEND EMAIL

Cycle: 2011 [Update Cycle and Goal](#)
Goal: \$500.00

Pageant Participation

* Title Competing For: --Select Pageant--

Fundraising Goal for each Cycle:
Minimum Expected Voluntary Goal for each pageant is:

- Local: \$100
- State: \$250
- National: \$500

and the goal is cumulative so just add to the goal.

- Select Title Competing For
*[Title Competing For FAQ](#)- if pageant is not listed please contact Erica Burgin eburgin@cmnhospitals.org. Also please remember to add pageants if you continue to compete in other local and state pageants.
- Press “Add” Button
- On this screen you can also update your Cycle and Goal

Miss America's Outstanding Teen **Children's Miracle Network**

Home
Update Profile
Update Pageants
Send Emails
View Donors
My Pageants
Emails Sent
Frequently Asked Questions
Log out

Contestant Pageants

STEP 1 CREATE PROFILE STEP 2 REGISTER FOR PAGEANT **STEP 3 SEND EMAIL**

Cycle: 2012 [Update Cycle and Goal](#)
Goal: \$500.00

Pageant Participation

* Title Competing For: Miss Florida Outstanding Teen

Pageant	Type
Miss Florida Outstanding Teen	State
Miss Gainesville Outstanding Teen	Local

Fundraising Goal for each Cycle:
Minimum Expected Voluntary Goal for each pageant is:

- Local: \$100
- State: \$250
- National: \$500

and the goal is cumulative so just add to the goal.

Step 3: Send E-mails

The screenshot shows the 'E-Mail Setup Page' for Miss America's Outstanding Teen. The page is divided into three steps: Step 1 (Create Profile), Step 2 (Register for Pageant), and Step 3 (Send Email). Step 3 is currently active. The page includes a navigation menu on the left with options like Home, Update Profile, Update Pageants, Send Emails, View Donors, My Pageants, Emails Sent, Frequently Asked Questions, and Log out. The main content area features a progress bar at the top, a dropdown menu for selecting a pageant (currently set to 'Miss Florida Outstanding Teen'), a text input field for an email address, and an 'Add' button. Below the input field, there is a list of email addresses, with 'kristin@maoteen.org' currently listed and a 'Delete' button next to it. A 'Previous Step' button is located at the bottom left. At the bottom right, there are 'Preview' and 'Send' buttons. A hint section provides instructions on how to use the email list for fundraising.

E-Mail Setup Page

STEP 1 CREATE PROFILE STEP 2 REGISTER FOR PAGEANT **STEP 3 SEND EMAIL**

Please provide the requested information on this form. Your recipients will have a link to make a secure donation to Miss America Outstanding Teen Scholarship Fund and Children's Miracle Network, and you will be given credit for every donation made from your recipient list.

Hint: Email to yourself and then forward that email to anyone or everyone in your address book with a forwarding note asking for \$5, \$10, \$0 or whatever they can afford.

Miss Florida Outstanding Teen

Enter email address below and click on the Add button to add to the list. When done, click the Send button to send your email.

Add

kristin@maoteen.org Delete

Preview Send

Previous Step

- Select the pageant you are raising money for
 - Enter an email address and hit the “Add” button
(We recommend at least 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.
- Once the email is sent you will remain on the send email screen but at the top it will say how many emails you just sent.

This screenshot is identical to the previous one, but with a notification at the top left of the page that says '1 email was sent'. The 'Add' button is now disabled, and the 'Send' button is highlighted, indicating that the email has been successfully sent.

1 email was sent

E-Mail Setup Page

STEP 1 CREATE PROFILE STEP 2 REGISTER FOR PAGEANT **STEP 3 SEND EMAIL**

Please provide the requested information on this form. Your recipients will have a link to make a secure donation to Miss America Outstanding

Miss Florida Outstanding Teen

Enter email address below and click on the Add button to add to the list. When done, click the Send button to send your email.

Add

kristin@maoteen.org Delete

Preview Send

Previous Step

•The email that is sent will look like the example below:

I'm getting ready to compete in the Miss America's Outstanding Teen pageant. As a contestant, I need your help to raise money for Children's Miracle Network Hospitals and the Miss America's Outstanding Teen Scholarship Fund. Please help me reach my goal of \$500.00 by clicking on the link below. Your donation will be considered a charitable donation for tax purposes and a receipt will be provided via email if donation is by credit card or e-check. If donation is by a paper check and over \$250 then a receipt will be mailed at year end.

<https://www.maoteen4kids.org/m.aspx?i=2485666B2C2CF61E3&e=2A748D8AD9>

Once you have completed a secure on-line donation, your donation will be included in my fund raising total on my personal page. To help even further you can forward this message on to other friends and family to help me in my fund raising efforts.

Miss America's Outstanding Teen Organization has teamed up with Children's Miracle Network Hospitals, a non-profit organization dedicated to saving and improving the lives of children by raising funds for 170 children's hospitals. This partnership gives each contestant the opportunity to raise awareness and funds for two great organizations: Miss America's Outstanding Teen Scholarship Fund and Children's Miracle Network Hospitals.

If you have any questions, please email me at kristin@maoteen.org

Thanks for your support
Kristin Black

Step Four: Review Fund Raising Progress and Monitor Donations

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

How to Donate:

There are 4 ways you can submit money: Credit Card online, e-check online, call the CMN Hospitals Office and give credit card over the phone and mail.

You MUST make sure to note the contestant’s name and pageant when donating!

Remember it can take up to 2 weeks for CMNH to process money to your profile.

Credit Card/ E-check online/Mail/Phone Directions:

- Go to www.maoteen4kids.org
- In the toolbar on the left click on “search for a contestant to donate”
- Enter the contestants first name, last name and the state that she is competing in and click the “search “ button
- The name should appear in a list below, click on the “click here” button next to the name of the contestant you are donating to
- On the next page click the large “Donate Now” button to process an order via credit card or e-check.
- There is a link on the left hand side of the screen that will allow you to print the enclosed form for submitting a donation via the mail.
- If you would like to phone in a donation please call 801.214.7400 and ask for Miss America Accounting.

Miss America’s Outstanding Teen Miracle Maker Award and Recognition Program

National Contestant Level

- National MAOTeen Community Service Award
- Award given to the national contestant raising the most funds prior to the Aug 1st.
- Award presented to winning contestant during the Awards Ceremony and After Party.
- \$1,000 scholarship given to winner by MAOTeen

State Executive Director Community Service Award

- Award given to the executive director of the state with the highest fund raising amount per previous year donated at the state level.
- Award presented to the winning state executive director during the Evening of Stars Gala.
- Complimentary ticket to the Evening of Stars Event.

CMN Blast that went out 3/28/2011



13911 West Hillsborough
Avenue, Suite 168,
Tampa, FL 33635
info@maoteen.org
www.MAOTeen.org

CMN Updates

Dear State Executive Directors,

We are excited to announce the MAOTeen National Board of Directors have chosen to move forward with our partnership with The Children's Miracle Network. This relationship will allow our teen contestants on the local, state and national level to fundraise on behalf of The Children's Miracle Network and the Miss America's Outstanding Teen, Inc. Scholarship Fund and the scholarship funds of the local and state teen organizations.

- This is NOT mandatory for the local and state teen organizations, or the local, state and national contestants, but enthusiastically endorsed by the national MAOTeen organization.
- A website, similar to the Miss America/CMN website, will assist in tracking your contestants' fundraising. Please visit www.MAOTeen4Kids.org.

📺 For 2011 it will be mandatory for each national contestant to complete a profile at the above website regardless if they choose to raise money.

📺 For 2012 it will be mandatory for all state and national contestants to complete a profile at the above website regardless if they chose to raise money.

State Level:

- 30% of all funds collected by contestants participating in the state program will return to the state organization. These funds are to be used for your scholarship awards and will be distributed by Miss America's Outstanding Teen, Inc. upon completion of the required paperwork.
- For disbursement of state earnings, MAOTeen is deducting the earnings of each state from their national entry fees.
- Additional funds remaining can be applied for by filling out this form: Click here to download the [CMN Scholarship Form](#)
- States must award these funds as scholarships provided to an individual contestant at their state pageant. States must apply for scholarships in increments of \$500.

FAQ 's (Frequently Asked Questions) on the MAOTeen National Platform

Q: As a Local director or State director, what is my responsibility?

A: Two items. One is to tell the contestant to register on-line at www.maoteen4Kids.org and choose your pageant as the "Pageant competing for" and ask her to send out emails to raise funds for the National Platform.

Second, after she has registered and sent out emails, prior to the pageant, simply to ask the contestant for her profile and check to see if your pageant is listed and that she has submitted all her donations for the deadline.

Q: As a contestant, what is my responsibility?

A: A contestant must register on www.maoteen4Kids.org. Go to maoteen4kids.org. Select "New Contestants Click Here" at the bottom. Complete all fields with an asterisk. Name, State, Title competing for is the pageant you are going to compete in (not one you have won a title for), etc. etc. upload a picture if desired. For exact instructions, see above.

Q: How do I know what email addresses I have sent letter to?

A: Once you are logged into your profile there is a button on the left called "emails sent." Click here to track that information.

Q: It appears from reading the information that if a contestant competed in our State Pageant 2010 and is eligible to compete for 2011 local pageants, then she must re-establish a new ID and password?

A: Yes. This is to help keep the pageant cycles clearer for all involved.

Q: Is it the responsibility of the contestant to update her own profile after she has competed in a local to reflect this? Who monitors this?

A: Yes, it is the responsibility of the contestant to update her profile to show what pageant she is or has competed in. It is the contestant's responsibility to keep the pageant data correct. It is easy and takes very little time.

Q: Has Miss America's Outstanding Teen/Children's Miracle Network Hospitals made available some place where directors can log in and have access to reviewing the info without appearing to be raising money like a contestant?

A: No. MAOTeen has not been given access to reports. We suggest you use the search bar to track your contestants.

Q: What does a local director do if the contestant has competed more times than is shown in her profile?

A: Inform her that it is her responsibility to correctly update her MAOT/CMNH profile regarding the National Platform. Every new pageant she enters needs to be listed there. The Executive Director will be looking for the pageant that she is competing for and she will need to bring a print out of her profile to that pageant she is currently competing in. It is not the duty or responsibility of the director to do this for

her. When a contestant competes at a pageant that ED simply needs to see that pageant on the printout the contestant brings at registration for the start of the pageant.

Q: What about the contestants that show up to the local/state/national with a paper check(s) for a donation because her donors do not feel comfortable using the internet in making donations?

A: Paper checks are fine. The web page outlines that and provides a form for paper check donations to be mailed in before the deadline each local/state/national determines.

Q: Do the local directors have access to look at the all the contestants that compete in a state?

A: No, MAOTeen has not been given access to reports.

Q: If a local would like to have a fundraiser, how do they/what is the process to send a check to CMN?

A: First, do whatever you would like to raise funds. You may donate on line via credit card data, e-check or send a paper check to CMN stating the funds are for the attached list of contestants on an equal basis or for a split. Mail the check(s) along with paperwork defining which contestant and the pageant name associated with the funds to:

Children's Miracle Network Hospitals,
Attn Miss America Scholarship Accounting
205 West 700 South,
Salt Lake City, UT 84101.

Q: Is there an easy way to send out emails, versus typing them in one at a time?

A: Yes. Contestants can send an email to themselves. One they get it, they can forward it on to anyone or everyone on their address list. Before it is forwarded, the contestants can add a note which precedes the pre-formatted email. This will personalize the standardized email. The contestant may ask for \$5, \$10 or any amount the donor may be able to give.

Q: Is this an indication that we should have all contestants change their personal platform to one of a National Platform (the Children's Miracle Network Hospitals charity and the MAOTeen scholarship fund)?

A: Yes and no. The plan, as announced, is to have a National Platform based around the Children's Miracle Network Hospitals. Within a hospital are many programs that lend themselves to choosing an individualized platform within the National Platform. The fund raising capability and collective capacity will result in a substantial amount of monies raised which will set Miss America's Outstanding Teen apart from other pageants. But, a contestant may still have a personal platform if she desires.

Q: How much of the donated dollars actually go to the Children's Miracle Network Hospital? Are there expenses?

A: The split of monies raised is 60% to MAOTeen and 40% to Children's Miracle Network Hospitals after expenses. The split of the 60% to MAOTeen varies between the National Pageant and the local or state pageant. In the case of a Local pageant, the Local retains 20% and MAOTeen-national gets 40%. State pageants retain 30% and MAOTeen-national gets 30%. Like any program, costs associated will be deducted and used to pay for expenses. Printing, credit card processing fees, etc. The overall percentage is expected to be small. As the program matures, the percentage of expense is expected to decrease which is what has happened in other programs Children's Miracle Network Hospitals has developed.

Q: How do individuals contribute to the National Platform?

A: If they get an email from a contestant there is a link in the email that leads the recipient to the donation site. Or, if a potential donor knows the name of the contestant they may go to www.maoteen4kids.org/search then put in the contestant's last name & click search with the mouse

arrow. (Not the enter key). Select the correct name and state from the search list and click on the “click here” button at the right side of the line. This then takes the donor to the contestant’s Personal page for the National Platform to make a donation.

Q: Will the donated dollars collected in the contestants name stay in the local area?

A: Yes. The MAOTeen portion returns to the scholarship funds for the state and local pageants. The portion that goes to the Children’s Miracle Network Hospitals goes to the hospitals that service the children of that area.

Q: If a company/employer would like to provide matching funds for a contestant and requires a Tax ID number, what number do they use?

A: The Tax ID for Children's Miracle Network: 87-0387205

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

A: Visit <http://childrensmiraclenetworkhospitals.org/>

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

A: You must register on www.maoteen4kids.org. We recommend a minimum goal of (\$100 for Local Pageants, \$250 for State Pageants and \$500 for the National Pageant). We hope you select a higher goal. You may still support a personal platform. The Miss America’s Outstanding Teen Organization selected Children's Miracle Network Hospitals in 2007 as its National Platform. 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: What if the photo I would like to use is in a different format than what is accepted?

A: You will need to reformat your picture to meet the following requirements: Max. Photo Size: 4MB. Type Allowed: JPG, GIF, PNG, TIF.

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 in and click on the "Update Profile" located on the left navigation.

Q: Can I customize my personal page?

A: The only customizations on the personal page are your picture, full name and your fundraising goal.

Q: How do I register for my state pageant once I win my local pageant?

A: You have to go into your profile and add the state pageant.

Q: I am trying to register for an upcoming pageant, however my pageant is not currently displayed in the list of available pageants.

A: You will need to contact the specific pageant director over that pageant to have him/her contact Cynthia Nay at CMNH and have this pageant added to the current list.

Q: I mailed in a check donation and the donation has not been credited to my account. What should I do?

A: Check donations can take up to two weeks to be processed. If it has been longer than two weeks please contact Erica Burgin eburgin@cmnhospitals.org.