

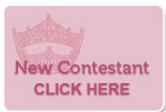
Contestant Instructions

Congratulations on becoming involved with 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 \$43 million in scholarship assistance to young women.

In 2007, the Miss America Organization partnered with Children's Miracle Network – an alliance of children's hospitals – to develop a National Platform. 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. The 170 Children's Miracle Network hospitals provide the finest medical care, life-saving research and preventative education to help over 17 million kids each year overcome diseases and injuries of every kind.

Registering as a Contestant

Each contestant is asked to register online at www.MissAmericaforKids.org. In order to register as a contestant go to the www.MissAmericaforKids.org home page and click on the pink button that says "New Contestant Click Here".



Fill out the mandatory fields (marked by an asterisk *) and click REGISTER at the bottom of the page.

Once you have completed the registration form, you will be taken to a list of upcoming pageants in your state. Check the box of the pageants you would like to register for and click Register.

Fundraising

Contestants competing in Miss America-sponsored local pageants are now required to raise a minimum of \$100 in donations for Children's Miracle Network Hospitals and the Miss America Scholarship Fund. It's not an entrance fee, but a new service requirement. You can increase your fundraising goal at any time once you have logged in to your account by clicking on the "update Profile" link, but you must raise at least the minimum amount required in order to be eligible to compete.

An additional \$100 is required for each additional local pageant, up to a maximum of \$400 for local competitions (except Michigan). Once a contestant has won a local competition there is an additional \$250 fundraising requirement for State and \$500 for the national competition.

Registering for a Pageant

Upon creating your account, you will need to register for a pageant. However, if you wish to compete in additional pageants at a later time, you can login to the system and click on the pageant registration link on your contestant dashboard to add them.



Pageant Registration

The pageant registration page includes a list of all the pageants available for registration in your state. If your pageant does not appear here you can have it added by contacting your state director.

Qualifying for a pageant

In order to qualify to participate in a pageant, you must raise the required minimum for that pageant (\$100 for local pageants, \$250 for state and \$500 for the national pageant).



Send Emails

In order to help you reach your fundraising goal, you can use the Miss America site to send emails to your friends and family. When you are logged in to your account, you will see a “send emails” link on your dashboard; click on this and enter the email addresses of those who you think would be willing to support you in your efforts.

Tip: you can send one email to yourself, then add a personal note to that email and forward it to your contact list from your own email system. You could ask for \$5, \$10, \$20 or whatever they can give to both great causes.



Qualification Report

You can check your progress and your qualification status at any time by clicking on the qualification report link on your contestant dashboard. Here you can view a list of the pageants you are registered for and the amount needed to qualify, if any. When you have qualified for a pageant by raising the minimum fundraising goal, it will be changed from red to green.

Editing Your Profile

Once you have created an account on the Missamericaforkids.org site, you will use that account throughout your time with the Miss America Organization. You can edit your information at any time by clicking on one of the two links on the contestant Dashboard.



Edit Donation Page

In the Edit Donation Page section, you can update your fundraising goal, set a custom URL to make your donation page easier to find, change the personal message that is on your donation page, or update your photo.



Update Personal Info

In the Update Personal Info section, you can change the email address that is associated with your account, or update your contact phone number or address. You cannot change your competition state however. If you wish to compete in two different states at any point in your time with the Miss America Organization, you will need to create a different profile for each state.