

## MAO 2021 Candidate Fundraising Site Set-up

### 1. Candidate Profiles

All Candidates, new & existing, Miss and MAOTeen, need to create a profile at \*spotfund to track fundraising. Starting immediately, candidate profiles with photos and videos should be created now so candidate fundraising can start by sharing their new profiles beginning January 1, 2021.

**Miss Candidates:** <http://spot.fund/MissAmerica2021>

Below is an outline with links to screenshots for creating a candidate profile, sharing your profile, campaign page view, and donor page views:

#### Step #1 Create [Page](#) (click link)

Enter your Goal: pre-populates with a \$500 goal which can be edited

Campaign page title: Enter Candidate First & Last Name, 2-Letter State Abbreviation & 2021 for Competition Year. Example: Camille Schrier VA 2021

- up to 24 characters, candidate's name can be abbreviated if needed

Your state: Select the State in which you are competing

Local Title, if applicable: If you won a local title enter the name here. Leave this field blank if you are still competing for a local title

#### Step #2

a. Create [Email](#): Enter your email address

b. Create [Name & Password](#): Enter first & last name and create a five (5) digit password

(if you have already created a \*spotfund account, you can login here instead)

#### Step #3

Create [Header Options](#)

Upload a photo: candid picture of you not wearing a crown or sash

Add a YouTube or Vimeo Video: 15-30 second Welcome video why you are competing in the Miss America or MAOTeen program

Note, videos increase donation responses 7x

Upload the video to YouTube or Vimeo and then paste the link here or

Use Miss America [Default Image](#)

#### Step #4 Create [Tell Your Story](#)

A default story pre-populates; however, it is strongly recommended you customize a story specific to you and why you're competing in the Miss America or MAOTeen programs to help increase donation responses. While your Social Impact Initiative (SII) may be mentioned in your story, it is recommended not to make your story about your SII as people may be confused and think they're donating to your SII. This message should be why you participate and support this iconic organization.

### Step #5 Share Options

Once the profile is created, it can be easily shared with your social media channels in addition to emailing to potential donors.

a. [Option Share to Facebook](#)

post your fundraising information directly to facebook a1.

[Share Facebook Auto-populate](#): example of fb post

b. [Option Share Email](#)

c. [Option Share Text](#)

d. [Option Share Twitter](#)

e. [Share URL](#)

### Step #6 [Live Campaign](#) screen shot example

a. Live Campaign [Share Button](#)

b. Live Campaign [Donation Page Buttons & % to Goal](#)

c. Live Campaign [Donor Info Page](#)

### Step #7

a. Campaign Confirmation Email [Publish 1](#)

b. Campaign Checklist Email [Publish 2](#)

### Step #8

a. Donation Confirmation Email [Tax Receipt 1](#)

Donors also have the option to easily share with their own contacts that they are supporting you and they donated to your fundraising campaign.

Note: when a donor shares with their sphere of influence, spotfund does not share their donation amount - only that they donated to your campaign.

b. Donation Confirmation [Tax Receipt 2](#)

### Step #9 [Leaderboards](#)

As campaign pages are created, they will appear on their respective state and overall national public leaderboards so progress can be tracked

a. Miss 2021 Leaderboard: <http://spot.fund/MissAmerica2021Board>

b. Miss State Specific Leaderboard: <http://spot.fund/MissAmerica2021NY>

Replace state abbreviation at the end of the link to see a specific one - must use a 2-letter state abbreviation

c. MAOTeen 2021 Leaderboard: <http://spot.fund/MAOTeen2021Board>

d. MAOTeen State Specific Leaderboard: <http://spot.fund/MAOTeen2021NY> d1.

Replace state abbreviation at the end of the link to see a specific one - must use a 2-letter state abbreviation

### Step #10 [Edit Candidate Campaigns](#)

Candidates can edit their campaign any time by logging into the website and going to \*spotfund's "My Dashboard" section on their homepage.