



**Miss America**  
SINCE 1921

# CHILDREN'S MIRACLE NETWORK HOSPITALS® LOCAL AMBASSADOR GUIDE BOOK







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Dear Local Titleholder,

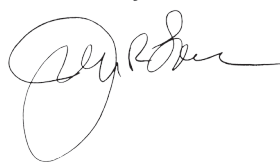
Congratulations on your incredible accomplishment of becoming a local titleholder in the Miss America Organization! We are so excited for you to join the Miss America Organization family, as well as the Children's Miracle Network Hospitals family.

Since 2007, Children's Miracle Network Hospitals has been the official national platform of the Miss America Organization. Each year, Miss America serves as the National Goodwill Ambassador for Children's Miracle Network Hospitals. The partnership has resulted in more than \$15 million raised to help millions of sick and injured kids and to support the Miss America Scholarship Program.

*"Our partnership with Children's Miracle Network Hospitals has touched thousands of lives across the country, providing quality health care to children and enabling thousands of young women to further their education. As we celebrate our 10th anniversary, we look forward to an even bigger and brighter future with Children's Miracle Network Hospitals for years to come."* - Sam Haskell, III, Executive Chairman & CEO of the Miss America Organization

As a local titleholder, you are the key to fundraising efforts within your state, and we want to ensure you have all of the tools necessary for success. In this guidebook, you will find everything you need to serve as an ambassador for Children's Miracle Network Hospitals, including talking points, fundraising tips, contact information, and incentives to be recognized on stage at the national Miss America Competition in September! We look forward to a wonderful year together, and thank you for all you do for the kids!

Sincerely,

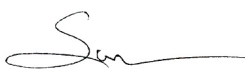


**John Lauck**

President and CEO

Children's Miracle Network Hospitals

*"Our partnership with Children's Miracle Network Hospitals has touched thousands of lives across the country, providing quality health care to children and enabling thousands of young women to further their education. As we celebrate our 10th anniversary, we look forward to an even bigger and brighter future with Children's Miracle Network Hospitals for years to come."*



**Sam Haskell, III**

Executive Chairman and CEO of the Miss America Organization





## WHO ARE WE AND WHAT DO WE DO?

Children's Miracle Network Hospitals raises funds and awareness for 170 children's hospitals across North America. Every year, Children's Miracle Network Hospitals treat more than 10 million kids – that's 32 million hospital visits annually. Since 1983, Children's Miracle Network Hospitals has raised more than \$5 billion, most of it \$1 at a time through corporate partners and fundraising programs. These donations support research and training, purchase equipment, and provide charitable care, all in support of its mission to save and improve the lives of as many children as possible. Learn why member hospitals rely on community support at **CMNHospitals.org**.



## HOW DOES THE MISS AMERICA ORGANIZATION SERVE CHILDREN'S MIRACLE NETWORK HOSPITALS?

Children's Miracle Network Hospitals is the official national platform of the Miss America Organization, with Miss America serving as CMN Hospitals National Goodwill Ambassador. Our partnership gives contestants, competing at all levels of the program, the added opportunity to serve their communities by raising funds for Children's Miracle Network Hospitals and the Miss America Scholarship Program.

## CONNECT

Contestants: [MissAmericaForKids@cmnhospitals.org](mailto:MissAmericaForKids@cmnhospitals.org)

[CMNHospitals.org](http://CMNHospitals.org)

 [facebook.com/CMNHospitals](https://facebook.com/CMNHospitals)

 [@CMNHospitals](https://twitter.com/CMNHospitals)

 [@CMNHospitals](https://www.instagram.com/CMNHospitals)

 [www.pinterest.com/CMNHospitals](https://www.pinterest.com/CMNHospitals)

 [youtube.com/CMNHospitals.org](https://youtube.com/CMNHospitals.org)



### CARLY, 4 YEARS OLD HUTCHINSON-GILFORD PROGERIA SYNDROME PATIENT

Like most little girls, Carly loves purses, lip gloss and dancing. But that's where her "average" leanings end.

Carly is one of just 18 children in the United States with progeria, an extremely rare genetic disorder that causes dysmorphic features, accelerated aging, small stature and a shorter life expectancy.

Local donations to Children's Miracle Network Hospitals® help pay for diagnostic equipment and allow Carly's caretakers to collaborate with global experts on progeria. Until a cure becomes a real possibility, Carly will continue to inspire everyone she meets.

Thank you, Miss America Organization, for ensuring every dollar raised leads to a happier tomorrow.



## SOCIAL MEDIA TIPS

Social media interaction from all MAO titleholders helps raise awareness about the importance of donations to children's hospitals and encourages fundraising. We encourage you to share your experiences as much as possible on your social channels. There's nothing better than capturing and sharing great photos of happy kids when a titleholder walks into a room with their Miss America crown or "sparkly hat!"

- 1. Post often:** Posting frequently and consistently is a great way for others to keep up with your Children's Miracle Network Hospitals adventures and to raise awareness.
- 2. Fundraise through social media:** Follow in the success of many local titleholders by posting about Children's Miracle Network Hospitals on Facebook, Twitter, etc., with a link to your [MissAmericaForKids.org](https://www.MissAmericaForKids.org) donation page. You can reach your fundraising goals even with small \$5 and \$10 donations. Be sure you post these often! Sometimes people miss them or could use a reminder. You'll notice a spike on your donation page every time you post. Also, feel free to customize your posts, as opposed to the generated language that the website creates. Donors want to know that they're helping both you and a child by giving, so it's important to personalize your posts and share why you are so passionate. Including a great photo of a patient who you met at a recent fundraiser or hospital visit is always a great touch!
- 3. Become familiar with key talking points:** This packet includes talking points that could be very helpful when you're posting on social media. Accompanying a photo of you and a patient with a fun fact about Children's Miracle Network Hospitals is a great way to integrate our messaging and keeping it consistent across all local titleholders. Most importantly, please make sure to post accurate facts regarding how donors' dollars help others. When you fundraise on behalf of Children's Miracle Network Hospitals, a part of that money also goes to The Miss America Foundation, which funds scholarships for titleholders like you. Sometimes we see titleholders mistakenly claim that all of the monies raised go straight to Children's Miracle Network Hospitals, so make sure to double check your facts before you post. Here is a suggestion to clarify how the fundraising works: "Please support Children's Miracle Network Hospitals and the Miss America Foundation today!" or "Your donation will help fund scholarships for young women all across the country and also go to sick and injured kids in need. Donate today!"
- 4. Get better engagement on Instagram and Twitter:** When posting photos from Instagram to Twitter, be sure to post the Twitter photo separately as opposed to using the Twitter option from the Instagram app. When you use that Instagram option, the tweet becomes a link to an Instagram post as opposed to having the photo in the body of the tweet, which means less interaction from the tweet. People are more likely to check out the photo if it is in the body of the tweet as opposed to clicking on a link. Also, be sure to never start a tweet with "@cmnhospitals," as only Children's Miracle Network Hospitals will see it; and not your followers. However, if you start the tweet with a period (.@CMNHospitals), all of your followers will be able to view it in their Twitter feeds.





## TIPS FOR TALKING TO MEDIA

Speaking with local media is always a great opportunity, but can sometimes be tricky. Here are some tips to keep in mind when giving interviews to help you pivot back to the things that YOU want to talk about. It's a great skill to have as both, a Miss America Organization representative and a Children's Miracle Network Hospitals Ambassador.

If you feel like the conversation is starting to veer off-topic from what you'd like to discuss, be assertive and politely gain control of the interview by using phrases like: "I'd love to tell you more about the importance of donating to children's hospitals." Or "As part of my role, I work hard to raise awareness about the importance of supporting children's hospitals." You. Are. In. Charge. Make sure to also drop in a few of those handy talking points, which give the interview more depth, and provide you with more credibility as an Ambassador.

### TALKING POINTS

#### UNITING TWO GREAT CAUSES

Children's Miracle Network Hospitals® has been the official national platform of the Miss America Organization since 2007. Together, we have raised more than \$15 million for both organizations. I am honored to be part of these two great organizations.



Children's  
Miracle Network  
Hospitals

Miss America  
SINCE 1921

#### INVESTING IN THE FUTURE

My fundraising benefits both Children's Miracle Network Hospitals (40%) and the Miss America Scholarship Fund (60%). These two worthy causes help local youth by supporting health and education.

#### GIVING SERVICE

Service is one of the four points of the Crown. With my fundraising efforts, I demonstrate and strengthen my commitment to give back to my community.

#### KEEPING IT LOCAL

The proceeds given to Children's Miracle Network Hospitals are directed towards my local children's hospital. I have the power to make a difference for sick and injured kids—kids who may live just down the street.

Give kids like Maria every chance for recovery.

**PUT YOUR MONEY  
WHERE THE  
MIRACLES ARE.**



Children's  
Miracle Network  
Hospitals®





WHY DO

Children's  
Miracle Network  
Hospitals

NEED YOUR SUPPORT?



CHILDREN'S MIRACLE  
NETWORK HOSPITALS  
PROVIDE

**32 MILLION** PATIENT  
VISITS FOR  
**10 MILLION** KIDS EVERY YEAR.



EVERY HOUR, Children's Miracle Network Hospitals treat:



675

kids with  
TRAUMA



39

kids for  
DIABETES



92

kids for  
CANCER



39

babies in  
NICU\*



97

kids for  
SURGERIES



16,000

kids with  
TRAUMA



935

kids for  
DIABETES



2,218

kids for  
CANCER



925


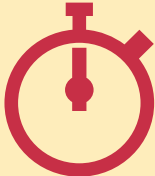
babies in  
NICU\*



2,329

kids for  
SURGERIES






\* neonatal intensive care unit

**62 CHILDREN**  **ENTER A**  
**CHILDREN'S MIRACLE NETWORK HOSPITAL**  
**FOR TREATMENT EVERY MINUTE.** 

CHILDREN'S MIRACLE NETWORK  
HOSPITALS' MEMBERS PROVIDE



**\$3.4 BILLION**  
IN CHARITY CARE ANNUALLY.

SINCE 1983, CHILDREN'S MIRACLE  
NETWORK HOSPITALS  
HAS RAISED  
MORE THAN **\$5**        
**BILLION,**  
MOST OF IT A DOLLAR AT A TIME.

LOCAL   
CHILDREN'S HOSPITALS  
USE THE FUNDS  
HOWEVER THEY  
NEED THEM MOST.



EVERY  
MINUTE,

CHILDREN'S MIRACLE NETWORK HOSPITALS  
PROVIDE **\$6,500**   
TO HELP SAVE KIDS' LIVES.

SOURCES: INFORMATION FROM THE 2013 CMN HOSPITALS MEMBER SURVEY

## TIPS TO START WORKING WITH YOUR LOCAL CHILDREN'S MIRACLE NETWORK HOSPITAL AND GUIDELINES FOR VISITING

We understand there are different circumstances for working with Children's Miracle Network Hospitals in each state, including the coordination of visits to your local Children's Miracle Network Hospital. In some states, there may be a volunteer coordinator that speaks with your local hospital on your behalf, while in others, your State Executive Director might serve as the liaison. Whatever the case may be, it is up to you to coordinate communication through that individual so that you can start working with your local CMN Hospital.

**Contact your local Program Director:** Please streamline all correspondence for hospital visits through your State Executive Director or their appointed liaison to ensure the CMN Hospitals Program Directors have all of the information coming from one place. Every hospital is different, and, as such, has different needs. Some will request that you to do off-site events, while others will ask you to visit in person; it just depends on what the kids need at that time. But having an open line of communication with your state's liaison is the best way to start your involvement with your local hospital! If your parent or guardian has questions regarding CMN Hospitals for your local program director, please refrain from contacting the Program Director directly and, again, streamline any concerns through your state organization's appointed liaison.

**Visit as a small group and bring activities!** For local titleholders, we recommend conducting visits as a group coordinated by the State Executive Director. It's easier for the Program Director at the hospital to manage, and you'll have more of an impact with more Miss America crowns or "sparkly hats" in the room! It is also a lot of fun for the kids when there is a tangible activity that you can all do together. Maybe it's making paper crowns or using glitter glue for a piece of art? Whatever you decide, the kids will love it, and it will help titleholders who are possibly not experienced being around sick and injured kids to feel more comfortable.





**Minimize guests, such as parents, teens, and princesses:** We understand that your parents and friends are a huge part of the MAO journey and are often your biggest Children's Miracle Network Hospitals donors! However, visiting hospitals is a function of a titleholder, and it can be overwhelming for the Program Director to conduct visits for titleholders that include lots of parents and younger titleholders under 18, especially if you're visiting as a group. It can also be overwhelming for the staff and kids to see such a big group walking the halls, not to mention the added risk of germs. We recommend that your parents drop you off and pick you up after the visit or wait for you in the lobby during the tour or activity. We are so appreciative of everything our younger titleholders do for us; however, due to strict rules at most hospitals, visitation is limited to those at least eighteen years old. However, they can still be involved! Make sure that your MAOTeen titleholders and princesses know that we would love to have them participate at off-site events like National Pancake Day and Miracle Treat Day, if your state program approves and has cleared all of the information for participants through the CMN Hospitals program director conducting the event! The opportunities for everyone to be involved are endless!

**Get permission to take and use photos:** It is important that the patients and their families' privacy are respected during your visit. When taking photos at a hospital, you **MUST** be sure that you have permission from the Program Director and that the children in your photos have signed a consent form. We love to see these pictures, but please make sure parents and hospital staff have given their approvals.

## **BECOME FAMILIAR WITH LOCAL CORPORATE PARTNERS**

Each Children's Miracle Network Hospital community has numerous corporate partners that help raise funds, from larger partners like Walmart to small (but mighty) partners like Great Clips. Throughout the year, these companies organize fundraisers to help kids in their own communities.

Have your State Organization's CMN Hospitals liaison ask your local hospital Program Director for a list of their top corporate partners and how you can help support their local campaigns. This may include attending a campaign kickoff or sharing campaign details on social media. If you get involved with a local corporate partner by attending an event or partnering on a project, please make sure your State Liaison lets the hospital Program Director know so they can support you in any way they can!



## EXCEEDING YOUR FUNDRAISING REQUIREMENT

Your fundraising requirements are as follows:

**Each Local:** \$100 **State:** \$250 **National:** \$1,000

We would like to challenge you to DO MORE! This is more than a fundraising requirement or a checkmark on a to-do list; this is a major commitment. So, what better way to fulfill that responsibility than by doing your absolute best? Plus, there are HUGE rewards.

## FUNDRAISING TIPS

**Use social media:** This is the first thing you should do when you start fundraising and possibly the easiest. Those \$5 and \$10 donations really add up, so don't be afraid to ask as often as possible and make your posts fun and personalized.

**Ask family and friends directly:** Seeing a post on social media is one thing, but an actual phone call, email or a letter via good ol' snail mail can sometimes be the personal touch that helps bring in donations and exceed your fundraising goals.

**Seek community support:** Local businesses LOVE supporting their communities. Go to local restaurants, salons, boutiques, car dealerships, etc., and simply ask for support. The worst they could say is "No," so don't be discouraged. A few ideas: Offer to have a Children's Miracle Network Hospitals night at a local restaurant in which a portion of the sales is donated to their local children's hospital, place a collection jar on the counter at your favorite deli or donut shop, or the ever-so-successful "Bucket Drop". The possibilities within your community are ENDLESS. You just have to go out and find them!

### Conduct a fundraising drive in front of grocery stores, Walmart, etc.:

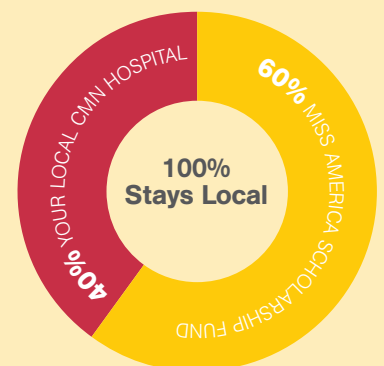
Another great way to seek out community support is to ask patrons of a store to stop and give you some love as well. Working for a good cause can melt the hearts of customers and contribute to your fundraiser. Decorate a nice table and be assertive in your asks. You've got this! Be sure you receive permission from the business' manager ahead of time.

**Work with other titleholders to host an event:** Reach out to your fellow local titleholders and put your heads together. There is power in numbers. Since you're all working to achieve the same goal, how about hosting a joint event, social media campaign, or fundraising drive, etc.? If you do decide to host any sort of event benefitting CMN Hospitals, please make sure to communicate this with your State Executive Director to allow them to connect with the Hospital Program Director, so that they are aware of the fundraising efforts and can help support you! Please remember the funds raised benefit CMN Hospitals and Miss America Scholarships. Miss America Organization titleholders are the best of the best, so there's nothing better than coming together for the kids!

**Be creative; think outside the box:** Chances are if you have any fundraising idea, it's a great idea. So go for it! We love to see new and creative ways to help drive fundraising, and the more creative you are, the more you'll be rewarded.



## WHERE DO THE FUNDS GO?



## REMINDER

To receive credit for your fundraising, all donations must be submitted online through **MissAmericaForKids.org** OR sent to Children's Miracle Network Hospitals using the mail-in check form included in this packet.



## LOCAL TITLEHOLDER MIRACLE MAKER AWARDS

The Miss America Organization and Children's Miracle Network Hospitals are pleased to announce we will once again present the **Local Titleholder Miracle Maker Award** – a fundraising initiative to recognize our most selfless and successful fundraisers at the local level. Together, MAO and CMN Hospitals will recognize three (3) winners on stage during the 2018 Miss America Competition with a special scholarship. We hope to see more local contestants going above and beyond their fundraising efforts to achieve this wonderful award and recognition.

**Eligibility:** Recipients must be local titleholders who raise the most funds from the start of their local fundraising efforts to the beginning of the state competition.

**How funds will be calculated:** Regardless of your State Miracle Maker Award deadline, all local titleholder fundraising that is processed no later than midnight the day before the State Competition will be counted to determine the winners for the Local Titleholder Miracle Maker Award. To reiterate, this initiative does not change your own State Miracle Maker Award deadline; however, the Local Titleholder Miracle Maker Award calculation will be consistent across the country.

**Prizes:** The top three local titleholder fundraisers from across the country will be provided with airfare for two (2), competition tickets for two (2), and accommodations to the city hosting the Miss America Competition. The winners will also be invited on the Miss America stage to receive the scholarships listed below during a Preliminary Night Competition.

### Local Titleholder Miracle Maker Award Scholarships

1<sup>st</sup> place - \$5,000

2<sup>nd</sup> place - \$3,000

3<sup>rd</sup> place - \$2,000

We can't wait to see our top three Local Titleholder Miracle Makers on the Miss America stage in September! We thank you for all you do!

### National Miracle Maker Awards

In addition, the Miss America Organization and Children's Miracle Network Hospitals will recognize the National Contestants during the Miss America Competition for their fundraising efforts. The Top Three (3) National Contestant CMN Hospitals Fundraisers will receive:

1<sup>st</sup> place - \$5,000 Scholarship

2<sup>nd</sup> place - \$3,000 Scholarship

3<sup>rd</sup> place - \$2,000 Scholarship



2017 Local Miracle Makers, Hailey Barber, Bailey Moses, and Lincoln Pearce with Kelli Davis, Director Celebrity Relations for Children's Miracle Network Hospitals, Kira Kazantsev, Director Community Engagement for Children's Miracle Network Hospitals and Miss America 2015, Betty Cantrell, Miss America 2016, Marc Angeli, VP of Field Operations for the Miss America Organization, and Josh Randle, COO of the Miss America Organization.



2017 National Miracle Maker Award recipients, 1st place: Hailey Barber, Miss Alabama 2016, 2nd place: Rachel Wyatt, Miss South Carolina 2016, 3rd place: Kendall Schoenekase, Miss Kansas 2016 with Kelli Davis, Director Celebrity Relations for Children's Miracle Network Hospitals, Betty Cantrell, Miss America 2016, Marc Angeli, VP of Field Operations for the Miss America Organization, and Josh Randle, COO of the Miss America Organization.

## MISS AMERICA SERVES PRESENTED BY CMN HOSPITALS

### MissAmericaServes.org

On Saturday, April 8th, the Miss America Organization will hold its 3rd annual *Miss America Serves*, a national day of community service presented by Children's Miracle Network Hospitals. Miss America contestants from the local to national level will join forces with their friends and family in a day of service! As local contestants, you can join teams and participate in service activities like beach clean-ups, community park restorations, roadside clean-ups, etc. Participants are not only asked to join Miss America in the service opportunity, but to also fundraise for Children's Miracle Network Hospitals and Miss America Scholarships. Post on your social media to garner fundraising, include a fundraising aspect to your service project, or even ask your local community members and/or businesses to pitch in with the fundraising efforts! The opportunities are endless!

All of these funds will remain in your state and will benefit your local Children's Miracle Network Hospital as a tribute for the miracles they perform for children and families in your community, as well as to benefit your state's scholarship awards.

This year, we are working towards a HUGE social media presence on our day of service. Let's get Miss America Serves trending! You can be a part of the conversation by using the hashtag **#MissAmericaServes** and your state **#STATEABBREVIATION** (**#AR, #CA, #NY, #TX, etc.**) together in the same post on Twitter, Facebook, and Instagram. Please note, it is very important that you use the correct #two-letter postal abbreviation.

The top five (5) Miss America contestants who raise the most funds for Miss America Serves will each earn a **\$1,000 scholarship** from the Miss America Organization and Children's Miracle Network Hospitals!!!!

Also, the top five (5) State Organizations that raise the most funds for Miss America Serves will receive first placement in the ticket lottery for their State Organizations at the 2018 Miss America Competition this September!!!!

### How do you get started?

- Go to **MissAmericaServes.org** to register as a team or individual
- Sign up your service project
- Begin raising funds for CMN Hospitals and getting the word out on your service project





# Miss America National Platform Donation Form

## Paper check mail-in form

Donor Name: \_\_\_\_\_ Phone#: (    ) \_\_\_\_ - \_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Email: \_\_\_\_\_

Contestant Name: \_\_\_\_\_

Pageant: \_\_\_\_\_ State: \_\_\_\_\_

Amount: \$\_\_\_\_.\_\_\_\_ Check Number: \_\_\_\_\_

Checks made payable to: Children's Miracle Network Hospitals

\*Please include Contestant Name on check (ex. On memo line)

**Mail this form & check to:**      **Children's Miracle Network Hospitals**  
**Miss America Scholarship Accounting**  
**205 West 700 South**  
**Salt Lake City, UT 84101**

If you have questions please call Children's Miracle Network Hospitals at (801) 214-7400,  
email [support@missamericaforkids.org](mailto:support@missamericaforkids.org) or contact  
Mary Ellen Lucia, Dir. Field Marketing & Liaison to Children's Miracle Network  
at (609) 344-1800 x118, or [maryellen@missamerica.org](mailto:maryellen@missamerica.org)





**Miss America**  
SINCE 1921

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205 West 700 South  
Salt Lake City, Utah 84101  
PHONE: 801-214-7400  
FAX: 801-746-6688

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Atlantic City, NJ 08404-1919  
PHONE: 609-344-1800

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