

Miss America's Scholarship Foundation & American Heart Association Go Red for Women

Donation Request | Phone & Email Scripts

Looking to make an impact? All you have to do is ask! Below are phone and email script templates to support your fundraising efforts.

Feel free to personalize these and make them your own. In fact, making any ask personal leads to greater success. Share your passion for Miss America, why you are competing for your title and any personal connections to the American Heart Association and Go Red for Women.

Donation Reminders:

- All dollars raised support Miss America's Scholarship Foundation and the American Heart Association's Go Red for Women movement, both of which are 501c3 nonprofit organizations
- Donations are tax deductible
- Donations can be made securely online through your personal *spotfund campaign page

Phone Script

- Hi <name of contact> this is <your name>, how are you today?
- That's great! I'm hoping you have a few minutes to chat, is now a good time?
- Great! I'm excited to share that I am competing for [MISS TITLE]. As part of the competition, I have committed to raising critical funds to support Miss America's Scholarship Foundation and the American Heart Association's Go Red for Women mission, which works to educate women that heart disease is their No. 1 health threat, taking the lives of more women than all forms of cancer combined.
- I'm proud to be competing for [MISS TITLE] and representing my community. [Share why you're passionate about this opportunity.]
- I have set a goal to raise [insert goal]. I would appreciate if you would support my efforts by making a donation today. Is this something you will consider?
 - **IF THEY ANSWER YES:** Thank you so much, I truly appreciate your support! If you'd like, I can send you the link to my campaign website where you can make your donation.



The American Heart Association's Go Red for Women movement is the Miss America's Scholarship Foundation's national health thought leader.

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- **IF THEY NEED TO THINK ABOUT IT:** I understand and thank you for your consideration. Are there any questions I can answer to help you while making your decision? (Feel free to follow up with further information if appropriate and remind them of the campaign deadline.)
- **IF THEY SAY NO:** I completely understand and appreciate you taking the time to speak with me today. (If they share that they aren't in a position to give at this point, ask them to help promote your campaign on social media, or whatever way might make sense for that individual).
- Thank you again. The **[MISS TITLE]** competition is on **[DATE]** and I'm excited and honored for the opportunity to represent **[community]** and appreciate you supporting me.

Quick Tips:

Some people get nervous when they think about asking for money. Don't let nerves get in your way. Remember, you're asking them to support something they care about – YOU!

- Practice in the mirror
- Stand up! Standing up or even walking can help you relax and feel more comfortable – and confident – when on the phone.
- Shake it out! Jump around, get loose and relax your body. There's no reason to be nervous, this is just a conversation.
- Smile. 😊 Did you know you can hear when someone is smiling even on the phone? Try it out, you'll instantly feel happier and more like yourself.

Email Script

Sample #1 –

Subject: Help me make a difference

Hi [NAME],

I am honored to share that I am competing for **[MISS TITLE]**.

The competition is **[DATE]**. I hope I can count on you to support me in my goal of raising **[INSERT GOAL]** by making a tax-deductible donation to my website today: **[INSERT CAMPAIGN WEBSITE]**.



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Each dollar raised will support Miss America's Scholarship Foundation and the American Heart Association's Go Red for Women movement which is committed to further research and education on women's heart health and help raise awareness that cardiovascular disease is the No. 1 killer of women.

As you may know, [INSERT WHY YOU ARE COMPETING FOR MISS TITLE AND/OR PERSONAL CONNECTION TO AHA].

Please consider giving to my campaign via this website: [INSERT CAMPAIGN WEBSITE]. With your help, I hope to be this year's [MISS TITLE] and make a difference in our community.

Thank you for your support!

Sample #2 -

Subject: Help me help support our community

Hi [NAME],

As you may know, I am passionate about our community. [INSERT WHY YOU ARE COMPETING FOR MISS TITLE]

This year, I am competing to become [MISS TITLE] and would be honored to serve and represent the people of [COMMUNITY].

I am hoping that I can count on you to support me in my goal of raising [INSERT GOAL] before the competition on [DATE]. No dollar amount is too big or too small.

Each dollar we raise helps support scholarships for young women like me through Miss America's Scholarship Foundation and champions the health and well-being of all women through the American Heart Association's Go Red for Women movement.

Please consider giving to my campaign via this link [INSERT CAMPAIGN WEBSITE]. With your help, I hope to be this year's [MISS TITLE] and make a difference in our communities.

Thank you for your support and I can't wait to share the results with you of the competition on [DATE]!

Thank you for your support!



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Sample #3 –

Subject: Join me TODAY

Dear [NAME],

I am honored to compete for this year's [MISS TITLE]. I'm excited to share that the competition has kicked off and over the next [X] weeks I will be raising as much money as possible to support women everywhere.

My personal goal is to raise [INSERT FUNDRAISING GOAL]! Each dollar raised helps support scholarships for young women like me through Miss America's Scholarship Foundation and champions the health and well-being of all women through the American Heart Association's Go Red for Women movement.

Please join me in making a difference by donating to my campaign TODAY! [INSERT CAMPAIGN WEBSITE]

Thanks for your support!

Quick Tips:

Looking for some ways to make an even bigger impact?

- Matching Gifts – If they work for a company, their company might have a matching gift program. Here's some language you can use:
 - Double your donation! Be sure to check to see if your company has a matching gifts program to increase your impact.
- Forward to a Friend – After they give, thank them for their support and ask if they know anyone who might also be willing to support you. Here's some language you can use:
 - Thank you again for your generous support. If there are other people who you think would be interested in supporting my campaign, please share this email and encourage them to join us as we work together to represent our community and help women everywhere.



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