



MISS TEXAS BUSINESS PLAN



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Like most titleholders, I have dreamed of going to Miss America since I was a little girl watching it on the big screen. But it wasn't until I started participating in the Miss America Opportunity, more specifically, the Miss Texas Organization, that I found my true "why".

Growing up as a childhood cancer sibling and someone who was notoriously shy, I know how easy it is to feel overlooked. My mission as Miss Texas is to make every person I meet feel seen, feel heard, feel valued, and feel loved.

Inspired by the wise words of my mentor, and Miss Texas 2012, DaNae Couch, I vow to try to make at least one person at every appearance feel as though they themselves are Miss Texas. And mostly, I will keep my "why" at the heart of everything I do throughout this year.





TABLE OF CONTENTS

01

Proclamations

Details the plan to secure official proclamations for September as Childhood Cancer Awareness Month at city, state, and national levels, in partnership with the American Childhood Cancer Organization.

02

Hospital Visits

Outlines plans for engaging visits to children's hospitals, including story hour, singing Disney songs, and distributing gifts from community partners. The goal is to bring joy and positivity during hospital stays.

03

School Programs

Inspired by my sister's journey; my school presentations focus on themes of hope, resilience, grit, kindness, and creating a healthy self-image. And I look forward to your direction on picking out of these programs.

04

Appearances

Outlines various planned appearances and ideas aimed at fostering community engagement, creating new marketing opportunities, and spreading goodwill throughout the year.

05

Service

Service lies at the heart of the Miss America Organization and is my favorite point of the crown. I am excited to share some of my ideas on how I would like to better serve our local communities.

06

Recruitment

Details the plan to recruit, primarily new candidates to our organization by highlighting the sisterhood and my own personal journey in Miss America.

07

Personal Brand

Highlights my core values: Ambition, Hope, and Connection. Provides my current brand template with associated colors, fonts, logos, etc.. Ensures a cohesive and impactful brand presence.

08

Marketing

Social Media campaigns, partner promotion, potential partners, I am excited to expand upon the image of Miss Texas in person, and in the technological space.

09

Legacy

Inspired by the Miss Texas's before me and those to come; a final note on my legacy as Miss Texas and where my heart lies.



CHILDHOOD CANCER AWARENESS MONTH PROCLAMATIONS



All local cities in Texas

September Childhood Cancer Awareness Month

☑ Independent Project

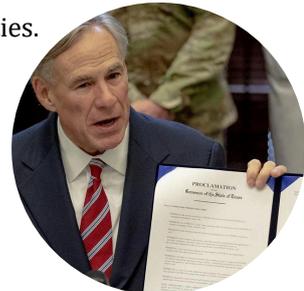
Plan to enlist a team of volunteers, equipped with official proclamation language and info packet, to help submit requests to as many cities as possible. Miss Texas to make an appearance at major city council meetings (I.e Austin, Dallas, etc.). Will reach out to local titleholders to accept proclamations in their cities.

State of Texas

September Childhood Cancer Awareness Month

☑ In Partnership with ACCO

Work with leaders at American Childhood Cancer Organization to submit proclamation request to Gov. Abbott. Miss Texas to make an appearance.



Nationwide/Washington DC

September Childhood Cancer Awareness Month

☑ In Partnership with ACCO

Work with leaders at American Childhood Cancer Organization to secure proclamation from the President. Miss Texas to attend.



HOSPITAL VISITS

Growing up in a hospital alongside my family member, I found so much joy in the sibling playroom, particularly when special guests or local titleholders would come visit. Last year, I had the opportunity to visit Cook Children's Hospital with Cops 4 Kids and it was one of the most meaningful appearances of my life.

All that to say, one of my primary goals for the year is to get into as many children's hospitals throughout the state as possible. I want to spread joy, have some fun, and brighten as many days for kids in the hospital as possible.

01

Story Hour

Read story (book tbd) to children (patients & siblings)in the playroom, emphasis on visiting sibling playroom as well.

02

Talent Presentation

Sing disney songs (A dream is a wish your heart makes, How Far I'll Go, etc.), allow kids to interact, sing along, dance, etc.

03

Gifts from Community Partners

Find sponsors for donations of items (i.e balloons, toiletries for families, stuffed animals, tutus, blankets, books, etc.), Cops4Kids Teddy Bear pass out, Spring Meeting Sisterhood Blanket Making event.

04

Nursing Homes & Hospitals

While the primary focus of my initiative is on children's cancer and hospitals, Iam passionate about visiting regular hospitals as well as nursing homes. Visits like these would most likely be focused around conversation and talent presentation.





SCHOOL PROGRAMS

Most of my program presentations focus on the themes of hope and resilience, and feature my book, “The Little Seed Named Hope” combined with some reflection questions and a talent presentation.

My other programs, aimed at older students, will focus on creating a kinder world. ‘Healthy Bodies, Healthy Minds’ focuses on our physical, but primarily our own mental and emotional health; with an emphasis on positive body image. ‘The Invisible Crown’ can be tailored for any age group, and teaches outward lessons on how to be a good friend to others, build other people up, and how to lead with kindness .

01

“The Little Seed Named Hope”- Growing in Grit and Resilience

Inspired by my children’s book, this program is currently geared towards younger kids. It focuses on teaching kids to seek opportunities for growth, be hopeful, and mainly tangible ways to be resilient.

Healthy Bodies, Healthy Minds

02

We deserve to love and take care of ourselves, period. As someone who struggled with an eating disorder my freshman year of college, this is a message I am passionate about sharing. Through this program, aimed at upper level students, I will share the ways we can best take care of ourselves mentally and physically and lead a #MissAmericaFit lifestyle. With the main message aiming to create a positive self-image and speak kindly to ourselves.

03

The Invisible Crown

There is a common understanding in the Miss America Organization, that when you see your sisters crown is crooked, you help them fix it. We all wear invisible crowns everyday. How can we help each other fix our invisible crowns?



APPEARANCES

Miss Washington

If permitted to attend, I already have the flights booked to visit Washington next weekend (June 4-6th) and see them crown the next titleholder. May also work with Media team and Bryce Couch to start off the “Adventures with Austin” Miss Texas travel vlog series.

St. Jude + Miss Tennessee

I definitely want to take a trip to St. Jude headquarters during my year as Miss Texas. I have many connections at St. Jude and think this could be a wonderful trip. To top it off, ideally we would visit with the new Miss Tennessee while in town.

Europe-London & Scotland

I have been scheduled for nearly a year now to study abroad mid-July. As Miss Texas my main priority is to work in-state. But if I am able to attend a shortened version of this trip (can negotiate the length with my professors), I think it could be a great opportunity to highlight the ways in which I am actively using my Miss Texas scholarships through my Miss Texas vlog series “Adventures with Austin”.

ACCO's 'What About Kids?' Research & Advocacy Symposium

October 10-12, Healthcare professionals, legislators, and people who are personally touched by childhood cancer will all be under one roof at the What About Kids Research & Advocacy Symposium. The goal of the symposium is to present and share the latest childhood cancer research and findings, identify new state legislative opportunities to expand research funding, and to facilitate communication and collaborations.

Baylor Homecoming Parade

Being a part of the Baylor Homecoming parade and weekend would be a great opportunity to promote the Miss Texas Organization on a college campus. And later, it would help me secure an ad page from Baylor for Miss America.





SERVICE

Donate Flowers at local Nursing Home

All of the beautiful flowers I recieved are such a blessing! I want to keep sharing the love by taking them on Monday to donate them at a local nursing home and chatting with the residents as one of my firsst appearances! Maybe I could even perform a bit during their lunch hour and sing some songs from my appearance set list.

Miss Texas Adopt a Street

More research is needed before we pursue this project, but I love the idea of Miss Texas adopting a street, especially in Richardson, the home of Miss Texas.

Little Free Libraries w book

After our fundrasier to cover printing costs of my book, if we have enough copies leftover after donating to local hospitals and school libraries, I will also find where the little free libraries are located throughout our state and drop off books as I travel.

Blanket Making or Toiletry Donation at Spring Showcase

Set aside time for contestants (+ local directors, parents, whoever wants to participate) to make blankets for patients and then pick a day to donate them, or deliver them to patients at Cook Children's.



RECRUITMENT

High school and College Visits

The focus here will be my University, Baylor, but I would like to extend this to high schools and other universities as well. I would like to attend homecoming weekend to ride in the parade and have the opportunity to converse with students on campus about the opportunities and scholarships they can be provided by competing. But mainly, the priority will be to create another local competition at a university (i.e. Miss University of Texas).

Zoom Info Sessions

I want to be a friend and a resource to local contestants as well as a role model. I would like to host monthly or bi-monthly zoom calls to answer local titleholder's questions and help open the doors for the girls to get to know each other better, even sooner.

Starbucks Meet Ups

Nicole Renard, (Former Miss Washington/Tik Tok Smoothie girl/Next Level Chef Semifinalist), inspired this idea, but I put my own twist on it. Whenever I am visiting different parts of our state and can set aside an hour or two, I will send out an invite in our Miss Texas group chat as well as to any potential contestants from that area who filled out an interest form, inviting them to meet with me and talk about this Miss Texas Organization and get any questions answered!

Locals

One of my goals is to attend as many of our local competitions as possible. After competing for years I know how important it is for Miss Texas to be relatable. I want to be a source of encouragement to local competitors along their MAO journeys so they will continue competing and making a difference in their communities.



Austin Douglas

- MISS WESTLAKE -

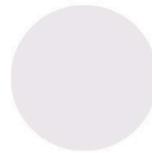
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FONTS

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HEADER FONT

Cambria

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BODY TYPE

Poppins-Semi Bold

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01 Encourage Ambition

02 Inspire Hope

03 Foster Connection

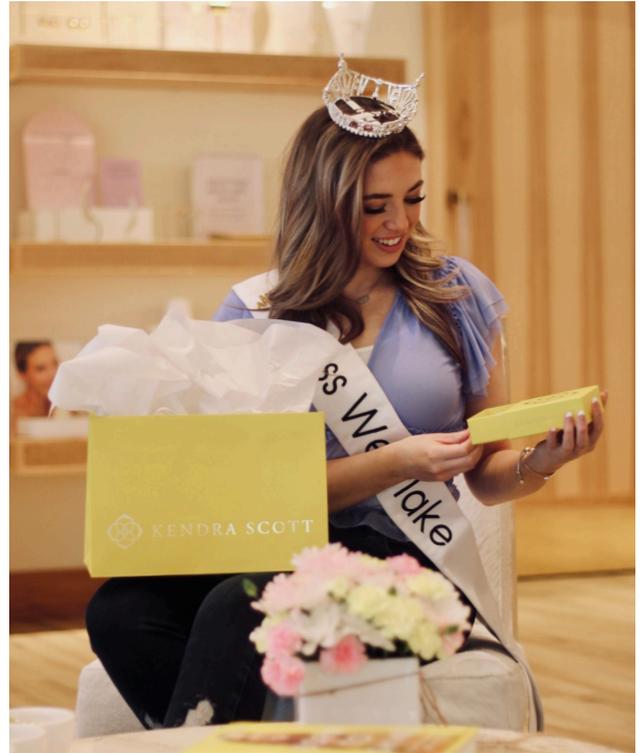


MARKETING

'ADVENTURES WITH AUSTIN'

VLOG SERIES DOCUMENTING MY MISS TEXAS TRAVELS (YOUTUBE/TIKTOK)

- MISS WASHINGTON
- EUROPE (TBD)
- AUSTIN-PROCLAMATION PROJECT
- MISS AMERICA WEEK
- HOLIDAY APPEARANCES



SOCIAL MEDIA

- ◆ DILLARDS OOTD'S
- ◆ RESTOCKING THE MISS TEXAS-MOBIL
- ◆ SCHOLARSHIP STORIES (LOCAL TITLEHOLDERS)
- ◆ RE-SHARE ANY AND ALL NEWS INTERVIEWS
- ◆ ROAD TO MISS AMERICA

POTENTIAL PARTNERS

- KENDRA SCOTT-MISS TEXAS LINE
- CHICK FIL A-PROFIT SHARES
- RETIREMENT COMMUNITY IN THE DALLAS METROPLEX
- HTEAO- IN KIND
- ENERGY DRINK SPONSOR-ALANI OR CELSIUS
- TANNING SPONSOR (IF WE DO NOT HAVE ONE)





LEGACY



Thank you!

It goes without saying what an incredible opportunity and honor it is to be Miss Texas. I want to leave you with this, while I am young and not Texas born, Texas has always had my heart. And I promise you, I will lead with integrity, joy, and compassion; and I will give this job my all. I cannot wait to work with and get to know each one of you.

Texas, let's do this!



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