



BEAUTY WITH A PURPOSE ***Description & Judging Criteria***

Required for all contestants. All State Winners will be required to submit their “Beauty with a Purpose” (BWAP) project package **by Sunday, August 25th 11:59 PM PST**, including:

- a description of their project and achievements in a text form
- a 1-minute project video demonstrating the work that they have achieved for the charity, including a statement from the contestant (should be at least 15 seconds of the full 1 minute)
- photos of the work that they have achieved for the charity

All submissions will be reviewed by the judges prior to the final event and select three most well-rounded and elaborated projects to be presented during the MWA 2019 final and advance to the top 30. During the final, the videos will be played on stage, and the judges will announce one winner who will receive “Miss World America 2019 – Beauty with a Purpose” Award.

Judging Guidelines

National judges will rate each BWAP project based on the following criteria and sample questions to consider when judging:

1. Project urgency / relevancy
 - Does the issue need immediate attention?
 - How many people/subjects are affected?
 - How important is the issue?
 - Does the project have a clear goal?

SCORE POINTS: 1 to 10
2. Contestant’s verbal skills – written and oral
 - Is the contestant confident when talking about the subject?
 - How passionate is the contestant when talking about the issue?
 - Are contestant statements logical?
 - Does the contestant utilize rich vocabulary when describing the issue and suggesting possible solutions?
 - Is the contestant speech or text boring or does it keep you plugged in at all times?

- Is the contestant able to evoke emotion in the listener/reader?

SCORE POINTS: 1 to 10

3. Project social outreach

- Is there any media coverage on the project including press, TV appearances, radio interviews, online publications, etc.?
- How good is the contestant when utilizing social media for spreading the word?
- Does the contestant work with any NGOs or charity organizations to achieve the project goals?
- What has the contestant done to communicate the project issues to the general public?

SCORE POINTS: 1 to 10

4. Visual presentation

- Does the contestant have a professional project video?
- Does the video include contestant's statement, interviews with other people involved?
- Does the video illustrate the issue well with the help of the footage from various locations (e.g. hospitals, schools, shelters, whichever is applicable)?
- Does the video have a call to action or multiple CTAs?

SCORE POINTS: 1 to 10

5. Level of contestant's personal involvement in the project and accomplishments in the field

- Has the contestant contributed any of her personal funds into the project?
- Has the contestant utilized any of her personal connections to make the project to reach her goal?
- Has the goal been partially or fully achieved because of the contestant's personal efforts?

SCORE POINTS: 1 to 10

6. Project overall impact – 1 to 10 points

- Has the society experienced any changes because of the project efforts?
- What will change in the affected community if the project goals are met?
- Does the contestant provide any numbers or other information to demonstrate the project success to date?

SCORE POINTS: 1 to 10

7. Project scalability – 1 to 10 points

- Could the project have a possible continuation/development after the initial goals are met?
- Could the project be taken to an international level?
- Do(es) similar problem(s) exist in other countries or societies?

SCORE POINTS: 1 to 10

