



## Social Impact Initiative Statement Instructions

Please remember, this **200 word or less, single-spaced** document, combined with your Resume and your Competition Candidate Contract will comprise your entire application for the responsibility of becoming Miss Local's Outstanding Teen. The judges will receive exactly what is submitted. Any items that do not meet the criteria including the **200 or less word** limit will be returned for correction. If your Social Impact Initiative Statement arrives on the day of the deadline, but does not meet the criteria, there may not be time to return it to you; therefore, it will not be given to the judges.

**Candidates: Discuss your *personal* social impact initiative issue. In addition, explain how you will further the Miss "Local's" Outstanding Teen program and the Miss America's Outstanding Teen program "brand" to the public.**

*(See attached sample Platform Statement below)*

1. Set margins for 1" on all four sides. The font style may not be any smaller than "10" and no larger than "12" point type using the Times New Roman font style.
2. With the justification set for left, type "**Name:**" in **bold**. Following the colon (:), remove bold and hit the space bar twice. Then, type your name as you wish the judges to know it. (If your name is Mary Deborah Smith and you want to be known as "Deborah Smith", please type Deborah Smith).
3. Double space down. Set your justification to "center". Then type in **Bold and underline** the title of your Platform.
4. Double space down. With justification set for left and unbold, write what you feel is critical for the judge's to know about your social impact initiative and why it is necessary for you to have the title of Miss Local's Outstanding Teen to promote this issue. What you write will be what the judges know about your platform, your role in successfully dealing with this issue, and the role the Miss Local's Outstanding Teen and the Miss America's Outstanding Teen Organizations may play in your plan.
5. Remember to include in the Platform Statement what **you** can do to get the message out and get more of your friends and other teens interested in the Miss Local's Outstanding Teen program and the Miss America's Outstanding Teen program.
6. **Remember to single space the text that you are typing.**
7. This essay may include some of the following items (this is not to be meant as an exhaustive list):
  - A clear definition of your social impact initiative and the specific issues you wish to address
  - A plan on how you have or will create awareness of the social impact initiative
  - The way in which you have or will change attitudes regarding the issue
  - The way in which you have or will change behaviors related to this issue
  - The way in which your social impact initiative issue will move the Miss Local's Outstanding Teen Program and the Miss America's Outstanding Teen Program forward
  - Your media plans
  - Your marketing strategy
  - How you propose to fund your ideas/plans
  - Any significant accomplishments you have made in regard to your issue.

**Name:** Deborah Smith

### **Celebrating Inclusivity**

It is imperative that our nation embrace its cultural diversity. I intend to prove that to accept and understand people of other cultures, we must be willing to step out of our personal cultural comfort zones and identify the origin of prejudice. I will focus on three areas: Children, Communities, and Businesses.

Currently, the term “cultural diversity” is well known in institutions of higher learner and, perhaps, even in the public school classrooms because of the need for educators and learners to be politically correct. But for us to make a true change in attitudes and behaviors of Americans, we must move beyond talk and change public policy.

My plan is to motivate the media and to partner with the National Conference for Community and Justice. This organization has chapters that have community leaders who can bring this issue into the public light. I can step into the lead as Miss Local’s Outstanding Teen, Miss Indiana’s Outstanding Teen, and as Miss America’s Outstanding Teen.

What better role is there for a national titleholder than to be an agent of change in organizing our nation to accept our differences and create an environment that values each person?