



## Local Candidate Social Impact Initiative Statement Instructions

This is your opportunity to explain to the local judges what your chosen Social Impact Initiative is and why it is important for the Miss America Organization to embrace this Social Impact Initiative Statement. In addition, it should explain how your Social Impact Initiative will further the Miss America Organization “brand” to the public.

It is important that these instructions are followed. Any items incorrectly submitted that do not meet the criteria will be returned to the contest to correct. **Local Social Impact Initiative statements may be no longer than 200 words.**

1. Go to the word processing program of your computer.
2. Start a “new” document with your computer’s Word program.
3. 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. Set the spacing to 0pt before and after and the line spacing to Single”. Please refer to the attached sample to verify you are following the requested format.
4. With the justification set for left, type “**Name:**” in bold. Following the colon (:), hit the space bar twice. Then, type your name.
5. Double space down. Set your justification to “center”. Then type in **bold and underline** the title of your Social Impact Initiative..
6. Double space down. **In 200 words or less** 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 job of Miss Indiana to promote this issue. What you write will be what the judges know about your Social Impact Initiative, your role in successfully dealing with this issue, and the role the Miss America Organization may play in your plan.
7. This essay **may** include some of the following items (this is not to be meant as an exhaustive list):
  - A clear definition of the 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 will move the Miss America Organization 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
8. Double space down **TWICE**, set the justification to the right. Type a line of 26 spaces. Below that line, type Signature/Date and after printing **sign and date the document**. If you forget to sign and date, we will need to return the document to you as it cannot be accepted without your signature. Thank you.

It is important that you sign and date the document shown in the attached sample prior to submitting

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 Fort Wayne/Miss Northeast, Miss Indiana, and as Miss America.

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?

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Signature/Date