

Miss Minnesota

Local Candidate Social Impact Statement Instructions

Your Social Impact Initiative will be the issue or cause you promote, alongside the Miss Minnesota Organization, during your Year of Service. This submission allows you to explain to the judges your subject matter choice, how you choose to advocate it during your year and the metrics for you to see success at the close of your Year of Service. In addition, it should explain how your advocacy will further the Miss Minnesota Organization mission.

1. Use any word processing program.
2. Start a “new” document and follow instructions 3-6 **or** use the second page of this document and skip to step 7.
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.
4. With the justification set for left, type “**Name:” in bold.** Following the colon (:), hit the space bar twice. Then, type your name.
5. Move to the next line and type “**Title:” in bold.** Following the colon (:), hit the space bar twice. Then, type your Local title. Remember to change this each time you compete in a local competition. Don't embed the local title into the body of your platform.
6. On the next line, set your justification to “center.” Then type in **bold and underline** the title of your social impact.
7. On the next line after the Social Impact Title, write what you feel is critical for the judges to know about your social impact and why it is necessary for you to have the job of Miss Local to promote this issue. What you write will be what the judges know about your social impact, your role in successfully dealing with this issue, and the role the Miss Local Organization may play in your plan.
8. This essay **may** include some of the following items (this is not an exhaustive list):
 1. A clear definition of the social impact and the specific issues you wish to address
 2. A plan on how you have or will create awareness of the social impact
 3. How you have or will change attitudes regarding the issue
 4. How you have or will change behaviors related to this issue
 5. How your social impact issue will move the Miss Local Organization forward
 6. Your media plans
 7. Your marketing strategy
 8. How you propose to fund your ideas/projects
 9. Any significant accomplishments you have made regarding your issue
 10. **Your Social Impact Statement is to be on ONE PAGE ONLY!**
9. At the bottom of the page, set the justification to the right. Type a line of 26 spaces. Below that line, type Signature/Date.
10. **Sign and date the Social Impact page.** You can do this by printing to pdf and using the annotation feature to create a signature. Alternatively, print the document, sign/date it, then scan the signed copy.
11. Turn the signed Social Impact page into the competition along with your resume.

It is essential that you follow these instructions and proofread the content before turning your paperwork in.

Your paperwork is given to the judges and forms an impression of you before they meet you.

Name: [Replace with your name as you want to be announced and printed in the program]

Title: [Replace with the name of the local competition]

Replace with your Social Impact Title

Replace with the text of your essay

Do not exceed a single page. If you need more space, reduce the font size to 10.

Signature/Date

Name: Jane Smith

Title: Miss State

Celebrating Cultural Diversity and Inclusiveness

It is imperative that this nation face and embrace its cultural diversity. While many people have talked about this issue, I believe that most of them have only paid lip service to the true necessity of what needs to be addressed related to this issue. There is a false truth in merely accepting and tolerating cultural diversity. I intend to prove that in order to accept and understand people of other cultures; one must be willing to step out of a personal cultural comfort zone and identify the origin of their prejudice. I will specifically focus on three areas: Children, Communities, and Businesses.

The title of Miss America, combined with the national media already looking at the surface of this issue, will allow me to create the national awareness that must exist. Currently, the term "Cultural Diversity" is well known in the halls of institutions of higher learning and, perhaps, even in the public school classroom because of the need for some to be politically correct. But, in order for us to make a true change in attitudes and behaviors of Americans, we must move beyond talk and into action and policy changes.

My plan is to motivate the media and to partner with the National Conference for Community and Justice. This organization has chapters in every major city in the nation and, in many cases, those chapters have community leaders involved who can, with encouragement and challenging, bring this issue out of hiding and into the public light in each of those communities.

Obviously, the media and the NCCJ already exist. However, what is lacking is a lightning rod to draw attention to this issue. This is where the Miss America Organization steps into the lead. What better role is there for Miss America than to be an agent of change in organizing our nation to accept our differences and to create an environment that values each person on individual characteristics rather than on stereotypes or assumptions?

For years, Miss America was seen as a young woman who cut ribbons and appeared in parades. It is time for "Miss America" to step out of the convertible and *lead the parade*. Our country's ethnic make-up is changing rapidly and our citizen's fear of terrorism can explode already existing, but deeply hidden prejudices. I want to be the leader that this nation needs.

This nation needs this issue addressed now and through the already existing NCCJ and its local and state organizations combined with the power of Miss America, we can make a concrete difference now, which will change the direction and the future of our nation.


Signature/Date