

**'Miss'**  
**Instructions for Preparing**  
**Social Impact Initiative**

Please remember, this ONE (1) page, single-spaced document. The judges will receive exactly what is submitted.

(See sample Social Impact Initiative:

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").

Space down one line and type "Title" in bold. Following the colon (:), remove bold and hit the space bar twice. Then, type your local title.

3. Double space down. Set your justification to "center". Then type in Bold and underline the title of your Social Impact Initiative. 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" or State 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 Local or State's and the Miss America Organizations may play in your plan.**

**Remember to include in the Social Impact Initiative what you can do to get the message out to the judges.**

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 platform**

- 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 platform issue will move the Miss “Local” or ‘State’ 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.
8. At the bottom of the page, you **MUST** set the justification to the right. Type a line of 26 spaces. Below that line, you must type Signature/Date. Once you have printed the document, you must sign and date this document.