



2022 State MISS Social Impact Statement Instructions

- Due Date: Upload to Website March 18, 2022
- Bring 10 PRINTED copies to Orientation March 26

Your **ONE PAGE** Social Impact Initiative (SII) will be the initiative you will work alongside the Miss Minnesota Organization with during your Year of Service. Your SII allows you to explain to the state judges your subject matter choice, how you choose to advocate for it during your year and the metrics you see for success at the close of your Year of Service. In addition, it should explain how your advocacy will further the Miss Minnesota mission.

It is important that these instructions are followed. Any items incorrectly submitted that do not meet the criteria may be submitted to the judges without an opportunity to correct. You can create this in a "Word" document. **BE SURE TO SAVE AND SUBMIT DOCUMENT AS A PDF.**

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 **same font you used in your resume**.
2. With the justification set for left, type **"Name:" in bold**. Following the colon (:), hit the space bar twice. Then, type your name. (See attached Example)
3. Then, move to the next line and type **"Title:" in bold**. Following the colon (:), hit the space bar twice. Then, type your state title. (See attached Example)
4. Double space down. Set your justification to "center". Then type in **bold and underline** the title of your Social Impact Initiative Statement.
5. Double space down. Write what you feel is critical for the judges to know about your social impact statement and why it is necessary for you to have the job of Miss Minnesota to promote this issue. What you write will be what the judges know about your statement, your role in successfully dealing with this issue, and the role the Miss Minnesota Organization may play in your plan.
6. 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 statement and the specific issues you wish to address
 - A plan on how you have or will create awareness of the issue
 - 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 advocacy issue will move the Miss MN Organization mission forward
 - Your media plans and marketing strategy
 - How you propose to fund your ideas/plans (if applicable)
 - Any significant accomplishments you have made in regard to your issue
 - The Social Impact Initiative can only be ONE PAGE.
7. At the bottom of the page, 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, your social impact statement, it will be given to judges without signature. Remember, the finest details get noticed. **Do not forget to sign and date!**

IN REVIEW:

Don't forget to sign and date the document as shown in the attached sample. Submit the document as a PDF and label it this way: TITLE, NAME, SOCIAL IMPACT STATEMENT.

For example, Elle Mark is Miss Minnesota's, her file would be labeled:

MINNESOTA Elle Mark SOCIAL IMPACT STATEMENT

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