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Instructions for the

State Candidate’s Social Impact Statement

Due Date: UPLOAD to website – Feb 25, 2023

Bring 10 Copies to Candidate Orientation – March 3, 2023

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 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. Do NOT print on cardstock.**

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’s Outstanding Teen 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!**

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| 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, Cute Dog is Miss Minnesota’s Teen, her file would be labeled:**MINNESOTA Teen Cute Dog SOCIAL IMPACT STATEMENT** |

