

Miss America's
Outstanding
TEEN
LOCAL COMPETITION

Instructions for the Social Impact Statement

Your Social Impact Initiative will be your initiative on which you will work, alongside the Miss Alabama's Outstanding Teen Organization, during your Year of Service. This submission allows you to explain to the judges your subject matter choice, how you choose to advocate for it during your year and the metrics for you see for success at the close of your Year of Service. In addition, it should explain how your advocacy will further the Miss America's Outstanding Teen Organization 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.

1. Open Word in your computer.
2. Start a "new" document.
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. Then, move to the next line and type "**Title:**" in bold. Following the colon (:), hit the space bar twice. Then, type your local title. *Please note: When competing for a local title, put the name of the local title for which you are competing on this line. At the state level, you will put the local title you hold on this line, unless you are competing in the state competition as an at-large candidate, in which case you will put 'At-large' in place of an actual title.*
6. Double space down. Set your justification to "center". Then type in **bold and underline** the title of your social impact initiative.
7. Double space down. Write what you feel is critical for the judges to know about your social impact initiative and why it is necessary for you to have the job of Miss Alabama'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 America's Outstanding Teen Organization may play in your plan.
8. 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 America's Outstanding Teen Organization mission 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

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**. **The document cannot be accepted without your signature. If necessary, an electronic signature will suffice.**