

Miss Oklahoma

2021 State Candidate's Social Impact Initiative Instructions

Social Impact Initiative Originals (10 copies) Due by April 10, 2021

Your Social Impact Initiative will be your initiative on which you will work, alongside the Miss Oklahoma Organization, during your Year of Service. This submission 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 Oklahoma/Miss America Organization mission.

This page ONE (1) page, singled-spaced document, combined with the Candidate's Resume, will comprise your entire application for this job. It is important these instructions are followed since incorrect formats will be given to the judges.

1. Go to the word processing program of your computer.
2. Start a "new" document.
3. Set margins for 1" on all four sides. You may use any font style but the font may not be any smaller than "10" and no larger than "12" point type.
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 "**Local Title:**" in bold. Following the colon (:), hit the space bar twice. Then, type your local title.
6. Double space down. Set your justification to "center". Then type in **bold and underline** the title of your Social Impact Statement.
7. 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 Oklahoma 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 Oklahoma 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 what you have done to date to advance this work
 - 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 your advocacy issue will move the Miss Oklahoma/Miss America 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
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. **Print 10 copies** of your Social Impact Initiative document on white copy paper – **no card stock** (print on 20, 22 or 24 weight paper) ***Sign and date all 10 copies of this document***
11. Place all copies of Social Impact Initiative and Resume in one file folder. Make sure your name and title are labeled on the file folder.