



## **PLATFORM/COMMUNITY SERVICE INITIATIVE (CSI)**

Miss America's Platform/Community Service Initiative (CSI) is an integral part of the interview phase of competition, supporting one of the branded elements of Miss America as outlined by the "Four Points" of the crown. The "Four Points" are Style, Scholarship, Service and Success. Platform/CSI is specific to the **SERVICE** point of the crown.

The Platform/CSI initiative allows you, as a participating Delegate/Contestant, to showcase and deploy your interests and creativity, to outline a plan or effort to engage within your local community or state existing programs. You may also design your own program for your community or state.

This ONE page submission in san-serif font style of your choice, font sizes from 11-14 only, should include the following:

- A description of your Platform/Community Service Initiative (CSI) passion or interest
- Why you chose this particular Platform
- How you've partnered or will partner with local/state communities to create momentum
- Any social media or marketing strategies that will best support your Platform/CSI
- Any activities you have planned or participated in with respect to this Platform/CSI

### **Use of Graphics**

At the state level, you may use "header only" graphics approximately ½ inch from the top of the 8.5 x11 page. Graphics may include existing organizations' logos, taglines or other creative efforts. You may use bullet points within your long form essay.

### **Signature and Date**

Please sign and date your submission at the bottom right hand corner, and include your local title. No submissions to be verified without signature. Sign and date all ten originals.