




CSI: *Community Service Initiative*

**PERSONAL
BRANDING**

Miss America's MISSION

“The Miss America Organization’s mission is to **‘Empower women to lead with purpose’**—advancing education, service, scholarship, and success—while building a lifelong foundation of sisterhood and civic responsibility. We foster academic excellence, uphold personal integrity, and encourage every woman to create meaningful, lasting impact within her community.”

AGENDA

- Choosing Your CSI
 - Building Your CSI
 - Marketing Plan
 - Executing Your CSI
 - Personal Branding + Color Analysis Demo
 - Headshots: Tips + Preparation
 - Communication + Professionalism
- 

CSI

Community Service Initiative

PASSION + PROBLEM + PURPOSE



PASSION

Identify Your Passion & Values

1. Choose a cause that aligns with your values and passions, considering both personal interests and community needs.



CSI: Mind in Motion

THIS WEEK'S CHALLENGE:

Send an encouraging text to 5 people!
That could be a friend, family member,
or someone you don't talk to that often.

You never know what someone
may be going through, and a
simple uplifting text could
change someone's day!

When you complete the challenge
comment "DONE!" or add to your
story and tag @her_light

Be the light someone needs today

CSI: HER Light



PROBLEM

Research Local Needs

2. Investigate specific needs in your community or state (Utah) to determine where your skills and passion can make a meaningful impact.

How to find needs:

- [justserve.org](https://www.justserve.org)
- Local Shelters/Organizations
- Ask around!

PURPOSE

Define Your Initiative:

3. Clearly outline the goals of your Community Service Initiative and the specific activities and projects you plan to undertake.

- What problem are you trying to solve?
- Why do YOU care about it?
- What is your connection?
- Who is your target audience?





BUILDING YOUR CSI

Create a catchy name!

CSI: Providing Birthday Boxes for local food pantries or family shelters.

Brainstorm:

- Every Birthday Matters
- Boxes of Joy
- Birthday Boxes: Celebrating Moments that Matter

Ask Chat GPT to help you!

MARKETING PLAN

Partner with a NonProfit Organization

1. Research and identify established nonprofit organizations in Utah/Iron County that align with your chosen cause.
 2. Contact these organizations to discuss potential partnerships, leveraging their expertise and infrastructure.
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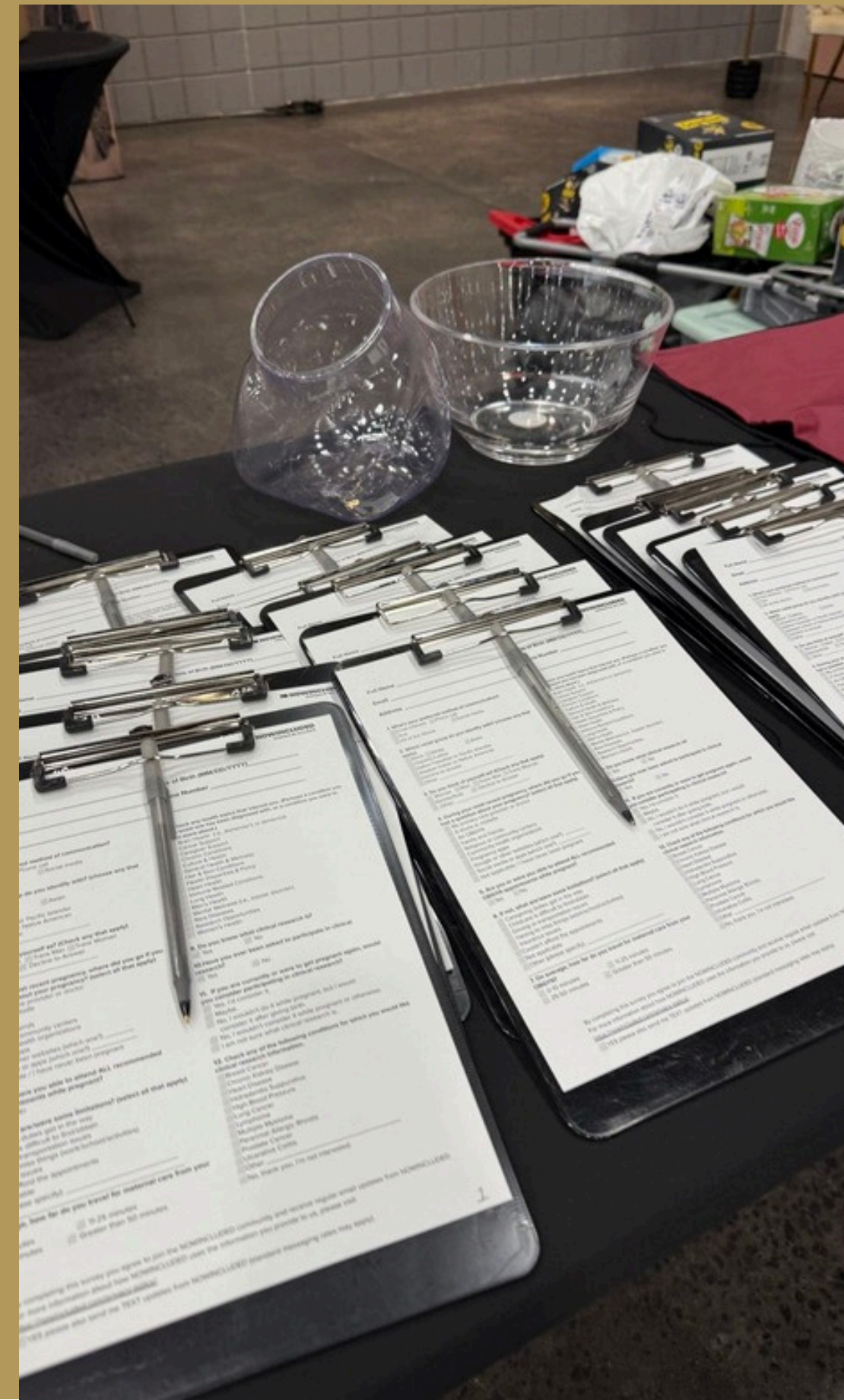
MARKETING PLAN

Your 90-Day Plan

3. Develop a timeline outlining when you plan to initiate and complete different aspects of your project.

- Events
- Partnerships
- Schools / organizations
- Fundraising or service

If you were crowned tomorrow... what happens next?



MARKETING PLAN

Phase 1: Build + Launch (Days 1–30)

- Finalize box items + set goal (# of boxes)
- Partner with local shelters + businesses
- Launch campaign (social media + donation list)

Phase 2: Collect + Engage (Days 31–60)

- Host community donation drive
- “Sponsor a Birthday” (\$ = 1 box)
- Share progress + build momentum online

Phase 3: Deliver + Impact (Days 61–90)

- Host packing party + assemble boxes
- Deliver to shelters + build relationships
- Share impact + thank community

START NOW!

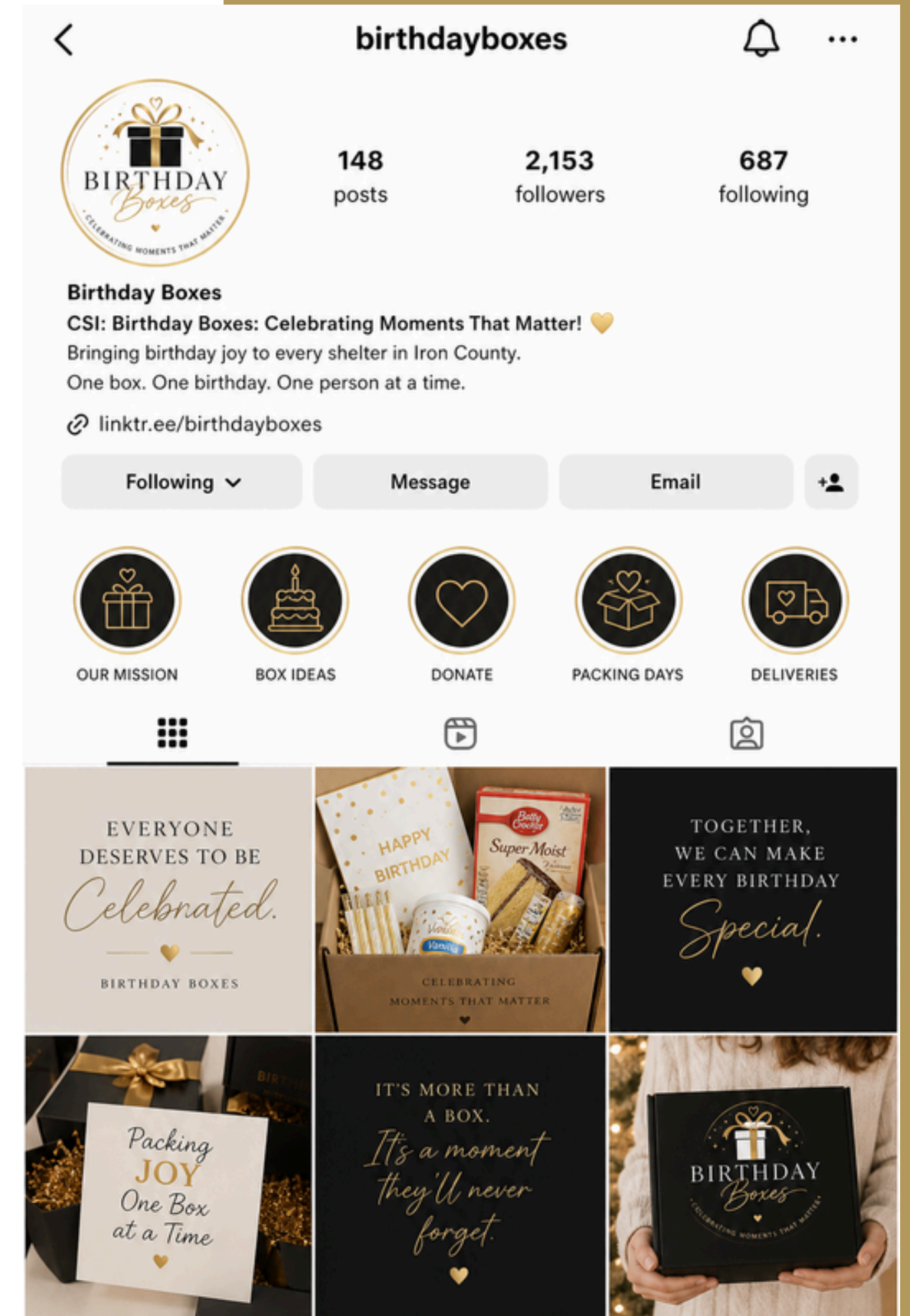
1. Create a logo

2. Create an instagram account

(Canva is a great resource!)

3. Start posting!

*You do not need an Instagram account to succeed, it's simply a fun tool to help showcase your CSI. At the end of the day, what matters most is that you start your CSI now so you can share your impact with the judges!



YOUR

Personal Brand

COLOR ANALYSIS

Guest Speaker + Sponsor:

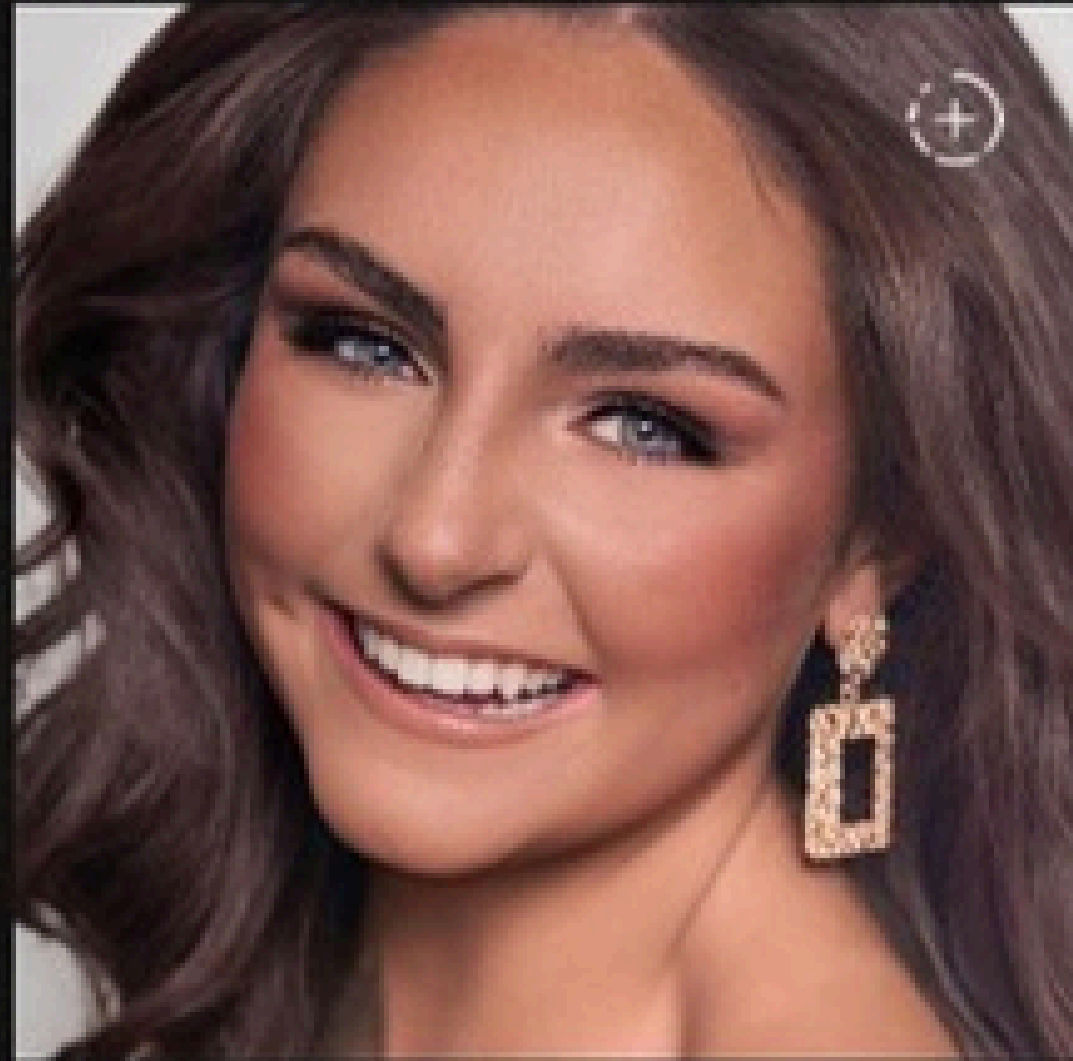
Rochelle Ashley
PHOTOGRAPHY

Miss Photogenic - High Glam Photoshoot
\$50 Color Analysis for Every Contestant



MISS

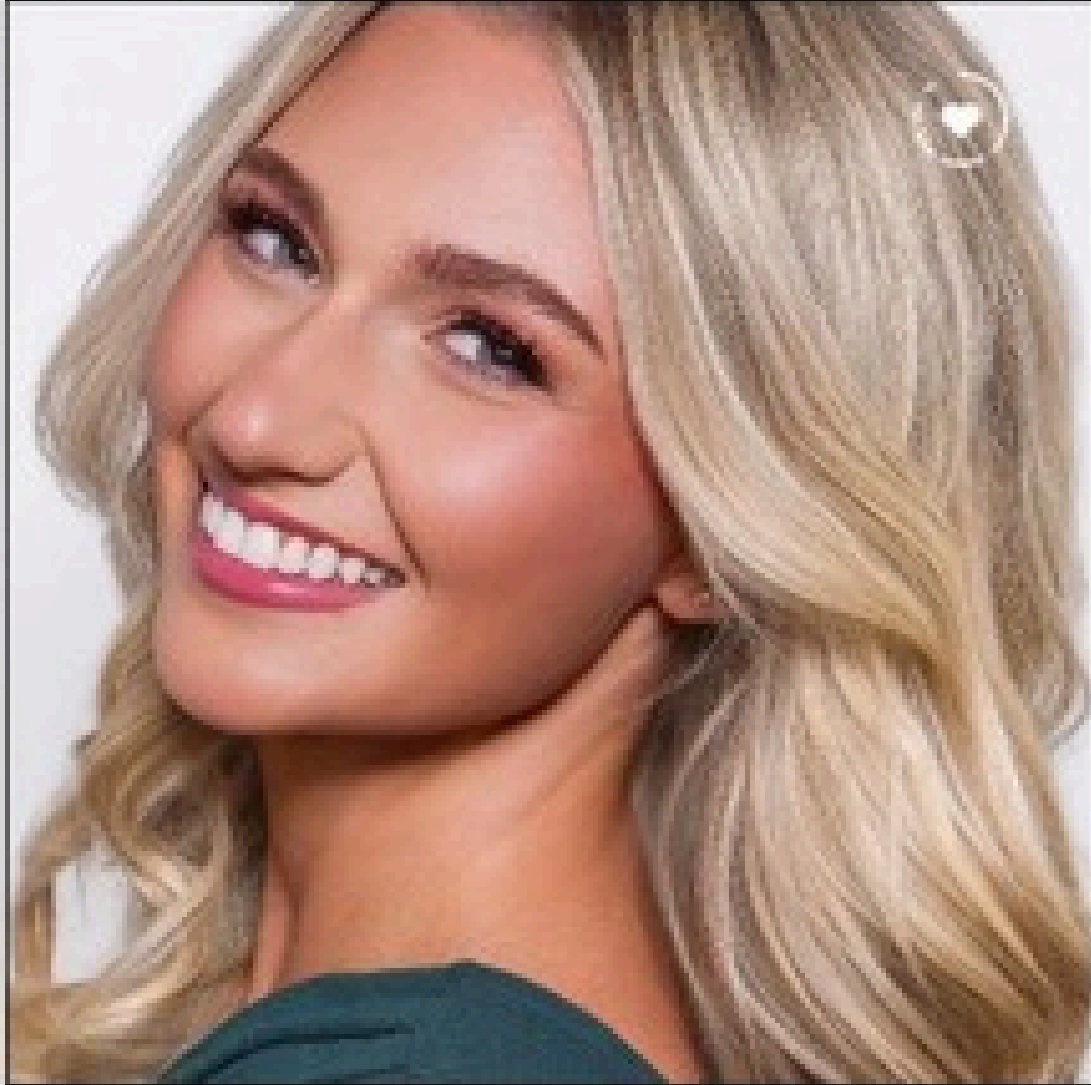
Iron
County



Teen headshot ideas

MISS

Iron
County



Miss headshot ideas

MISS

Iron
County

COLOR ANALYSIS

Enhances **YOUR** beauty

Saves time and money

Helps you **STAND** out



Color Analysis Before/After

MISS

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HAIR

Keep it simple

You need **VOLUME**

Style it neatly

Simple curls are best



Hair Ideas

MAKEUP

Use natural colours

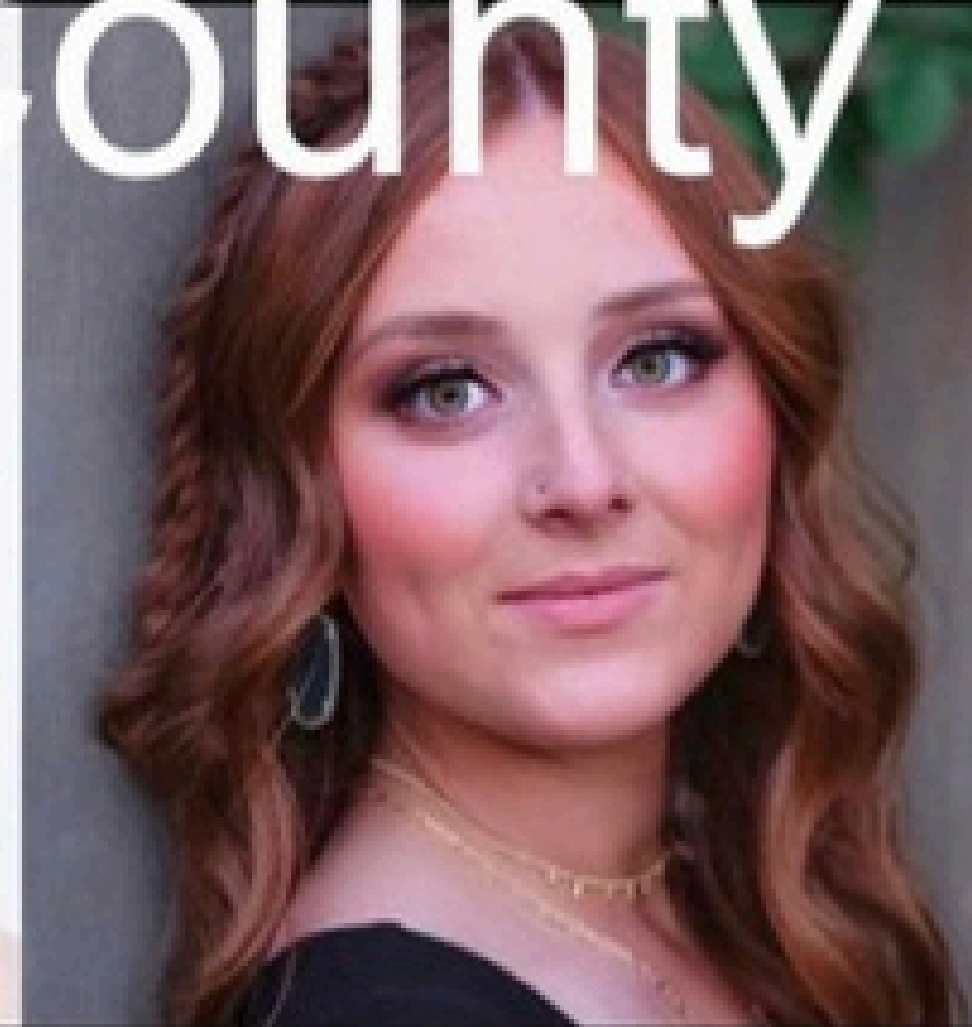
Get help if possible

No SPF *****

Double up the makeup

MISS

Iron
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Makeup Ideas

MISS

Iron
County



Teen outfit ideas

MISS

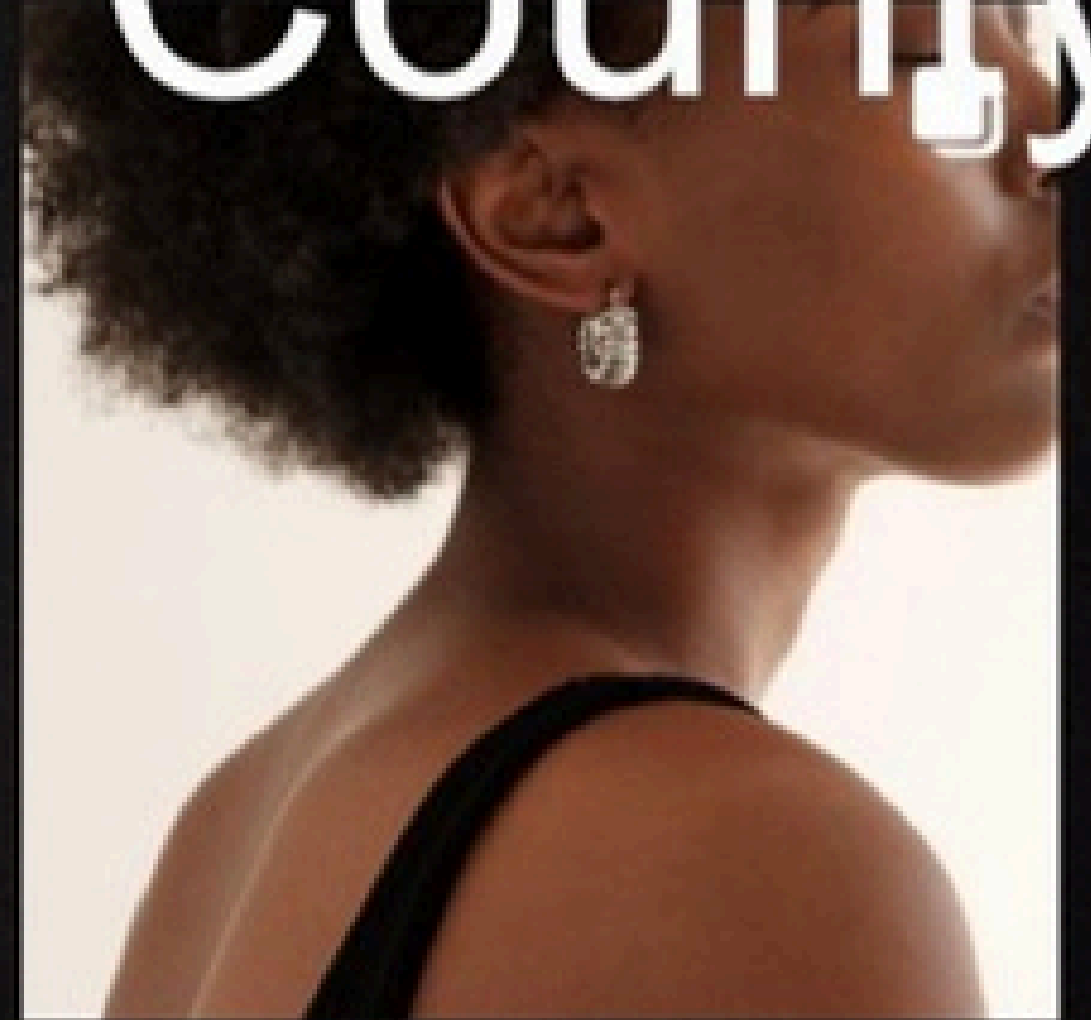
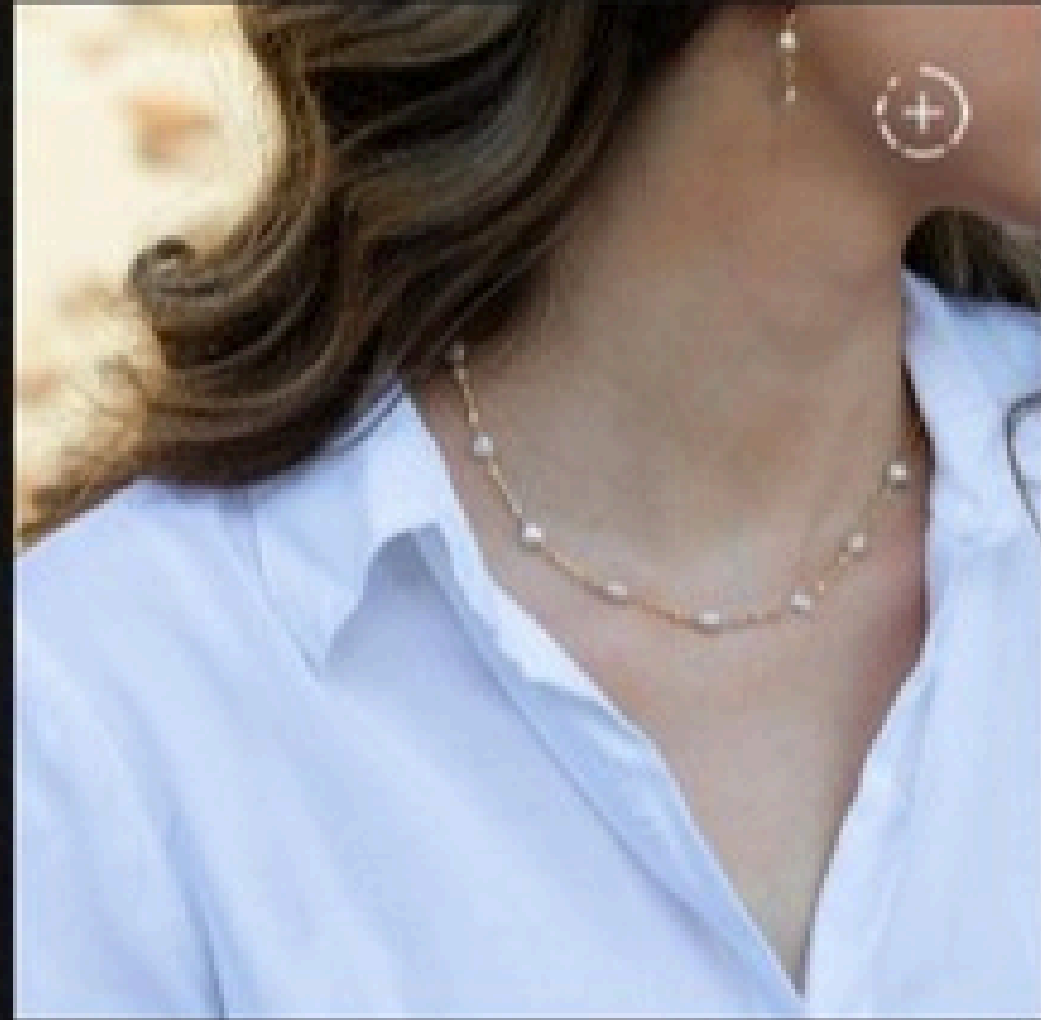
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Miss outfit ideas

MISS

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Jewelry

MISS

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LIST OF DONT'S!

Buy a whole new wardrobe, you can borrow!

Wear patterns

Make it awkward

Be late

~~**Try a whole new look!**~~

Dont's

LIST OF DOS

DM me with questions! Ask!

Come happy!

Have fun with texture

Look like your best self!

MISS

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Do's

QUESTIONS?

Contact me!

Rochelleashleyphotography@gmail.com

385-427-7805

IG: @rochelleashleyphotography

Questions?

CSI PHOTOSHOOT

- CSI Shirt
- Props?!



AUGUST 23