

How to create a strong award entry

A successful award submission should be concise, compelling, and evidence based. Use the following guidance to structure your entry effectively:

1. Be Clear and Focused

Keep your entry easy to follow. It's better to explore one strong example in detail while briefly referencing other achievements than to include too many examples without sufficient depth.

2. Provide Context

Don't assume the judges are familiar with your organisation or sector. Include a brief overview of your business, such as:

- Organisation size and turnover
- Nature of your business
- Industry or sector background
- Recent sector challenges or developments

This helps judges understand your achievements in context.

3. Define the Challenge

Explain the key challenge or opportunity your organisation faced. This could relate to business growth, fundraising, innovation, customer service, operational improvements, sustainability, or another significant objective.

4. Tell the Story

Describe how the challenge was addressed. This is the most important part of your submission. Clearly explain:

- The actions you took
- The obstacles you overcame
- The approach you adopted
- Why your work stands out as award-worthy

5. Include Visuals Where Appropriate

Graphs, charts, photographs, or other visuals can strengthen your submission by illustrating key achievements and making complex information easier to understand. Use them selectively to support your narrative.

6. Support Your Claims with Data

Use figures, statistics, and measurable results wherever possible. Quantifiable evidence provides credibility and helps demonstrate the scale and impact of your achievements.

7. Demonstrate the Outcomes

Clearly explain the results of your work by addressing questions such as:

- What changed?
- What was achieved?
- Why was the initiative successful?
- What additional benefits were realised?
- Who benefited, including customers, employees, partners, or the wider community?

8. Include Testimonials

Where appropriate, include independent testimonials from clients, partners, or other stakeholders. Third-party endorsements can add credibility and strengthen your case, particularly in customer-focused categories.

9. Finish with a Strong Conclusion

Conclude by summarising why your entry deserves to win. Highlight your key achievements, impact, and what sets your organisation apart. This is your opportunity to confidently make the case for recognition.

Don't forget:

- **Word Count:** The main submission should be approximately 1,000 words ($\pm 10\%$).
- **Appendices:** Only include appendices where they clarify technical information or provide supporting evidence that expands on the main submission. Appendices are not included in the word count. This can be included at the end of the main submission or uploaded as a separate document.