



Recognition is like rocket fuel: it powers you to reach heights you never believed possible

DONNA O'TOOLE, AUGUST RECOGNITION

# YOUR AWARD ENTRY CHECKLIST

For professional help with your award entry contact [hello@augustawards.com](mailto:hello@augustawards.com)

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## IDENTIFY YOUR AWARD-WINNING USP

### Identify why you should win

Before writing your entry you need to identify your award-winning USP - what is it that you do that deserves to win?

To find this, you should think about:

- **What is your purpose?**
- **What is the impact you have made?**
- **What evidence do you have to back all of this up?**

By knowing the above, you will be able to craft a captivating story that grabs and maintains the judges' attention.



2

## CHOOSE YOUR WINNING CATEGORY

### Run in the right race

Just like a sprinter wouldn't enter to try and win a marathon and a long-distance runner wouldn't enter to try and win a 100m sprint, you need to run in the right race to stand the best chance of success.

This sounds simple, but if you get this step wrong, you'll unfortunately fall at the very first hurdle.

Choose the category you have the most compatibility with and whose criteria aligns with your achievements.



3

## FOLLOW THE CRITERIA 'TO THE LETTER'

### Answer the question

Make the judges' job as easy as possible and follow the criteria, answering each question fully using clear and concise language.

No matter how beautifully written your entry may be, if you have not answered the question, you won't score points.

Stick to the criteria and your entry will be well-structured, easy to follow and score highly. Judges are just people - connect with them emotionally through your story to create a memorable entry.



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## PRESENT YOUR EVIDENCE

### Prove your impact

Your storytelling is important in your award entry, but what's equally important is proving the impact you have made.

Evidence in the form of data, statistics, testimonials, survey scores (to name a few) are vital to share with the judges, and show you mean what you are saying.

Judges want to know and connect with your story, but without evidence to back it up they can't score you the top marks.



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## PROOFREAD YOUR WAY TO PERFECTION

### Make the finishing touches

Let your award entry (and yourself) rest before picking it up to proofread. You will be able to pick up on mistakes much easier with a clear head and a bit of distance.

It can be hard to be objective about your own writing, so once you've proofread your entry, pass it to a colleague, friend or family member to check. They may highlight gaps where they have questions or where prior knowledge is needed to understand - invaluable to making sure your entry is understandable by all.

