**The Financial Wellbeing Impact Awards 2025**

**Entry form**

**Most inclusive experience**

The purpose of this document is for organizations to submit their entry for The Financial Wellbeing Impact Awards 2025 facilitated by nudge.

This award recognizes the measures a business has taken to support inclusion and diversity through financial education.

The judges will be looking for initiatives that address the different benefits, support services and communication techniques that are required to ensure all people are supported to improve their financial wellbeing. Moreover, they will be looking for thought-through initiatives with clear objectives, innovative approaches and quantifiable, measurable results.

The judges will be looking for clear objectives, a strategy, project details, and quantifiable measurable results and outcomes.

Please answer all the questions using the guidance provided.

Once this form has been completed, please upload this to the [award entry page.](https://nudge-global.com/campaigns/the-financial-wellbeing-impact-awards-2025-entries/)

**Deadline:** Thursday 1 May 2025.

If you have any questions or need support, please email awards@nudge-global.com.

**Good luck!**
 **Contact details**

Please provide your contact and company details.

|  |  |
| --- | --- |
| First name |  |
| Last name |  |
| Email address |       |
| Job title  |       |
| Company name |       |
| Industry |       |
| Location of individual/team |       |

**Now let’s move on to the exciting bit!**

1. **Objectives, goals and vision**
	1. **What was the activity/campaign that drove inclusive experiences within your organization?**
	2. **What was your overall objective and vision to drive inclusive experiences within your financial wellbeing strategy?** [250 words max]

**2. Tactics**

**What tactics did you use to support the varying needs of people/certain demographics?**

For example, did you incorporate personalized, localized financial education to create an inclusive experience? How did you acknowledge/promote accessibility?

List out all the activities you delivered as part of your campaign. For example, communication channels; print, digital or webinars. [250 words max]

**3. Innovation**

**What was innovative about the initiative/campaign?**

Provide examples of any innovative approaches you took to deliver the initiative/campaign. For example, personalization and data to inform your approach. [250 words max]

**4. Outcomes**

**4. 1. How many people engaged with the initiative/campaign?**

**4.2. How did you measure engagement?**

Please provide tangible outcomes and results from your campaign. For example, how your targeted communications have engaged certain groups or supported certain communities. [250 words max]

**5. Provide any other supporting information.**

**Include any further results, feedback or success factors of your initiative/campaign.**Share more details that could give you the winning edge in the category! [250 words max]

**Woohoo! You’ve completed your entry form!**

* Make sure you save a copy.
* Upload the form [here](https://nudge-global.com/campaigns/the-financial-wellbeing-impact-awards-2025-entries/).
* And good luck!

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