**Biggest impact on benefits or retirement plan uptake**

**Entry form**

Think your financial wellbeing strategy has seen a big uptake in benefits or retirement plan? Here’s your chance to showcase your success!

We’re not looking for essays, just bullet points with as much detail as possible to show our judges why your organization deserves to win.

⭐️ **Top tip:** Be sure to highlight measurable impact, innovative approaches, and how your overall program is making a real difference.

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

⏳ **Deadline**: Thursday, May 1, 2025

📩 **Questions?** **Need help?** Reach out to us at [awards@nudge-global.com](mailto:awards@nudge-global.com).

Good luck - we can’t wait to celebrate your success!

**Contact details**

Please provide your contact and company details.

|  |  |
| --- | --- |
| First name |  |
| Last name |  |
| Email address |  |
| Job title |  |
| Company name |  |

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

**Reminder: Our judges are looking for innovative strategies that have made a real impact and a meaningful difference. Share bullet points with data and strong reasons why your organization deserves this award.**

**1. Objectives, goals and vision**

**1.1 What employee benefit, retirement plan or benefit program were you promoting?**

**1.2 What was your overall vision, objectives and targets for the campaign?**



**2. Tactics**

**What tactics did you deploy as part of your financial wellbeing strategy?**  
*Include delivered activities as part of your financial wellbeing strategy. For example, communication channels; print, digital or webinars, events.*



**3. Innovation**

**What was innovative about your campaign?**

*Provide examples of any innovative approaches you took to deliver the strategy. For example, personalization and data to inform the strategy.*

**4. Outcomes**

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

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

*Provide tangible results from the strategy. For example, how the strategy has impacted positively impacted the business e.g., increased benefit awareness, employee retention.*

**5. Is there anything else we need to know?**

***Do you have any further results or success factors of the strategy?*** *This can include further documentation/examples of work to support your entry.*



**And you’ve completed your entry form! All you need to do is the below:**

* Make sure you save a copy.
* Upload the form [here](https://nudge-global.com/campaigns/the-financial-wellbeing-impact-awards-2025-entries/).
* Sign up to the event for the 26 June.
* And good luck!