**The Financial Wellbeing Impact Awards 2025**

**Entry form**

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

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

This category includes those who have used financial education or education campaigns to promote and drive uptake of their employee benefits or retirement plans.

Those shortlisted in this category demonstrate tangible increases in employee awareness, understanding or uptake of their program. Your project, program, or campaign could focus on a single initiative with measurable results, or demonstrate significant growth achieved over several years.

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**

**1.1 What employee benefit, retirement plan or benefit program were you promoting?** [250 words max]

 **1.2 What was your overall vision, objectives and targets for the campaign?** [250 words max]

**2. Tactics**

**What tactics did you use?**

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

**3. Innovation**

**What was innovative about your campaign?**

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

**4. Outcomes**

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

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

Please provide tangible outcomes and results from your campaign. For example, quantitative data that demonstrates goals achieved. [250 words max]

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

**Include any further results, feedback or success factors of your program.**

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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