**The Financial Wellbeing Impact Awards 2025**

**Entry form**

**Wider business impact**

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

This award celebrates the organization that demonstrates how financial wellbeing is aligned to its broader business strategy.   
  
The judges will be looking at how your overall financial wellbeing offering (not just one specific benefit) also supports your organization’s HR and/or business goals (e.g. employee retention, social mobility and inclusivity values or CSR/ESG).

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.](mailto: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 resulted in wider business impact?**
   2. **What was your overall objective and vision for embedding financial wellbeing in your wider business strategy?** [250 words max]
2. **Tactics**

**What tactics did you use to impact the wider business?**List out all the activities you delivered to achieve this. For example, C-suite sponsorship, communication channels; print, digital or webinars. [250 words max]

1. **Innovation**

**What was innovative about the 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]

1. **Outcomes**
   1. **How many people engaged with the campaign?**
   2. **How did you measure engagement?**Please provide tangible outcomes and results from your campaign. For example, how your campaign has impacted the business positively e.g., measuring gender finance gaps, employee engagement, retention or acquisition. [250 words max]
2. **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!

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