**The Financial Wellbeing Impact Awards 2025**

**Entry form**

**Best financial wellbeing strategy**

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 team responsible for engineering the most impactful financial wellbeing strategy, that’s underpinned by financial education and aligned with the broader business strategy.

The judges will be looking at how the objectives, strategy, and plan support both your people/customers and business goals and how you have proved ROI.

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 and vision**

**Please provide an outline of your financial wellbeing strategy including the objectives and vision.** [250 words max]

**2. Tactics   
What tactics did you deploy as part of your financial wellbeing strategy?**List out all the activities you delivered as part of your financial wellbeing strategy. For example, communication channels; print, digital or webinars, events, C-suite sponsorship. [250 words max]

**3. Innovation**

**What was innovative about your financial wellbeing strategy?**Provide examples of any innovative approaches you took to deliver the strategy. For example, personalization and data to inform the strategy. [250 words max]

**4. Outcomes**

**4.1 What was the key result(s) that show you met your objectives? How did you measure that?**

**4.2 How has your financial wellbeing strategy and outcomes impacted wider business results?**Please provide tangible outcomes and results from the strategy. For example, how the strategy has impacted the business positively e.g., increased benefit awareness, employee retention or acquisition. [250 words max]

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

**Include any further results, feedback or success factors of the strategy.**

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.**