



## Top tips for winning an award

It can be hard to know where to start when writing an award submission let alone what will make it stand out from all the rest.

### What makes a winning entry?

- Clearly written submissions in plain English
- Show personality and feeling in your writing – treat it as though you are selling yourself
- Identify start, middle and end to projects with examples
- Transferable initiatives that are innovative and can be implemented across the housing sector
- New innovative schemes
- Projects that relate to improving people's lives
- Try to include first hand testimonies
- Illustrate the scale of the project
- Try to come up with an interesting line as the "Subject" of your application
- Be explicit – remember the judges do not know anything about your project so try not to assume knowledge
- When including financial information within your awards entry then try to be as specific as possible, if you're not sure of something then don't include it.
- Think about who will be judging the awards – the What We Are Proud Of Awards are shortlisted by housing association tenant judges and then the national winner and highly commended finalist are chosen by an expert panel

### Supplementary Information

- Strong evidence that supports the submission – facts and statistics
- Photography enables judges to visualise the project or the scheme
- Final judging always comes down to evidencing your work

### What lets entrants down?

- Entries which are too vague
- Entries which do not explain the effects the project has had on had on peoples lives
- Supplementary information which doesn't clearly link to the project

### You haven't been shortlisted – what happens now

Firstly don't worry - unfortunately we cannot shortlist all our award entrants but this doesn't take anything away from the quality of your project. We are always looking for potential case studies to use in publications and press work. We will do our best to publicise the work you do in any way we can.



Please ask us for feedback about your entry as we note feedback for all entries and are happy to share it with you.

You should still consider coming to the Awards events to see the representatives from the shortlisted projects give their presentations as it can give you an objective look at what makes a winning entry stand out

### **What makes a winning presentation at an event?**

Firstly well done! You are already a winner – you've got through the first stage of the entry process. Now there's just a little bit more to do so you can take home the regional crown.

- Think about what makes your project or scheme special – what makes it stand out from the rest?
- If you were watching your presentation what would make you give it top marks?
- The presentations with the most impact are often those given by those involved in the projects who can talk about them from experience
- Included testimonials where possible
- Be ready to answer questions about your entry – this helps you to engage with the audience or judging panel

### **What lets presentations down?**

- Technical hitches – submit your presentation at least five days before your awards event that way the organisers will have plenty of time to test it with their equipment and organise any amendments.
- Trying to squeeze too much in and then having to rush through the facts
- Missing out key facts about the project which were important to you reaching the regional finals.

**And last but my no means least – GOOD LUCK!**

We look forward to reading your entry and hopefully seeing your presentation!