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**Tell Your Story: Win a Professional Video**

**Prompts to help you create your entry.**

These questions are prompts only to help you to create an entry to win a professional video. You do not have to answers all these questions to create a great entry, and equally, you may also provide any other information which you feel is useful for judges to know about your organisation and its impact.

A reminder about what we’re looking for: Submit a written entry of no more than 500 words or a short video (a simple recording of you speaking to the camera on a phone is fine) describing your organisation's mission, activities, and the positive impact you have on local communities.

Deadline: Entries must be received by 11:59pm Sunday 26th January 2025.

Here are some things to think about:

* What is the core mission of your organisation – what is it that you are trying to achieve?
* Is there an interesting story to how your organisation started?
* What difference do you make to people’s lives?
* What are the most significant challenges faced by the people / community you support?
* How does your work address these challenges?
* Is there anything especially unique about the way you work? Is there something that only you and your organisation can do?
* Do you make efforts to ensure services are accessible and inclusive to all members of the community?
* Do you have examples of challenges your organisation has had to overcome?
* What are your future goals and aspirations?
* Do you have a particular story you can tell about the impact of your work?
* Have you made efforts, big or small, to become more environmentally sustainable?

**Tips for Entrants:**

* **Focus on impact:** Highlight the positive outcomes of your work with clear and compelling examples where possible.
* **Make it personal:** Use examples of how you have helped individuals and a community. You can anonymise these stories. Please don’t share any personal details of specific individuals unless you have clear, written permission to do so.
* **Show your passion:** Let your enthusiasm shine through in your writing or video.