



MARSH  
COMMERCIAL

# For the People Awards 2021

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**Entry pack**  
Community heroes wanted!

**We are looking for local community heroes!**  
**For the People Awards** are a great way to recognise and celebrate people helping others. Whether you're a business or an individual, tell us how you help a local charity or community project and they could win £10,000.

**Here's how to enter and some top tips on making your entry stand out.**





## Who can enter?

Any UK-based business that can show us how they help to support their local community through working with a charity or community interest company.

Or

Any UK resident aged 18 or over who can show us how they help to support their local community through working with a charity or community interest company.

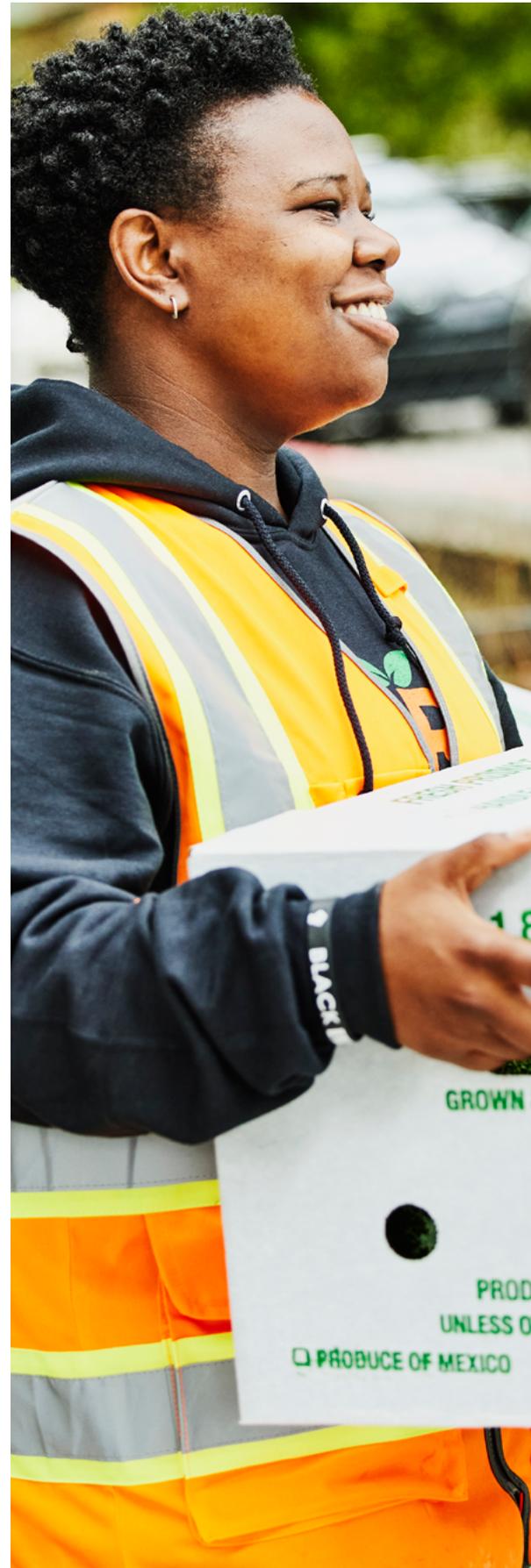


## How to enter

It's easy. Record a video telling us about your chosen charity or community project and how you help support them. The video needs to be less than three minutes. It doesn't need to be a major production, you can make it as simple as you like. Use your smart phone to record yourself if that works best for you.

Once the video is created, visit our For the People Awards hub [here](#) to find out more and enter.

If you have any questions or need support with your entry, please email [FTPawards@marshcommercial.co.uk](mailto:FTPawards@marshcommercial.co.uk)





## Video entry top tips

Here are our top tips to make your entry stand out:

1

Consider your audience – in this case the public (to help you secure those votes) and the awards panel. Assume they know nothing about your charitable project so you'll want to tell them:

- a. Who you are / what your business is.
- b. The name of the charity / community interest company you are working with.
- c. A brief description of the charitable project you are involved in and why it matters. Build a connection with your audience and let your passion for your charitable project show.
- d. How the prize funding makes a difference.
- e. Share any statistics to support your pitch - number of people helped, number of additional people that are likely to be helped if you won the funding etc.

2

Write a short script - three minutes is not long, so jotting down the key points you want to include may help make sure you don't forget anything important. It will also give you the opportunity to practise, as you want to be as natural and comfortable as possible.

3

Think about where you film – Is it noisy, too bright or dark? This can affect the quality of your recording and make it harder for your audience to understand your message. Think about whether there is anything visually significant you want to show in your video, this could be as simple as recording yourself standing outside a hospice you are supporting. Do consider individuals' privacy and ensure anyone featured in your video, even in the background, has given their permission.

4

Consider whether you need to be in the video – not everyone is a budding film star, so it may be you don't want to be filmed. If you are supporting an animal sanctuary, consider filming the animals while you do a voice over.

5

Think about how you can get your network of supporters to back your entry. Once you have created your video and submitted it, the next stage is to get those all-important votes. Voting will open from **25 October until 25 November**. Share via social, add a note to your email signature, ask your charity, friends, family and colleagues to share on your behalf and get those votes in. If your votes get you a top five place by 12 (midday) on 25 November, you'll be invited to 'virtually' chat through your project with our awards panel on 7 December. Don't worry, it's not like a business pitch; just an opportunity for us to ask some questions and get a better understanding of what you've been up to.



## When can you enter?

The entries to For the People Awards are open from **17 September until 17 October**. So get filming your entry video now to help your chosen charity be in with a chance of winning **£10,000! Enter now.**

**Good luck.**