



Hints on applying for a Dragon Award

DO...

- Make sure your programme has the best chance of winning, by entering it in the most suitable category. If in doubt, ask.
- Assume the judges know very little about the particular community you are involved with or the work your company is doing, but that they *are* aware of the context of social and economic exclusion in which you are acting; you don't need to spend too much time describing the latter.
- Describe the programme simply and clearly, in a few words; you shouldn't feel that you must use all the space provided, particularly if you are a small company or new to community involvement.
- Make sure your application covers:
 - Why the programme is necessary, what need has been met;
 - What is different and exciting about it;
 - How the company is involved;
 - Who in the company is involved;
 - What sort of activities are carried out and by whom;
 - What effect the programme has had on the company and on individual members of staff.
 - Use facts and figures to demonstrate levels of staff involvement
 - Give feedback from staff on the benefits (and challenges) of the programme. If appropriate show how involvement has benefitted individual members of staff e.g. skills development
 - Talk about the impact on the business as a whole and its relationships with customer, suppliers and the wider community
 - What impact the programme has had on the community organisation or wider community.
 - Use facts and figures to demonstrate impact e.g. number of people involved in the programme as well as specific outcomes
 - Give feedback from the community organisations as well as individual beneficiaries on the relevance of the programme and the Company's involvement
- If describing your part in a wider project, ensure that you make clear exactly what your involvement has been and how it has contributed to the overall success of the project.
- Remember that these are London awards. If you are describing your part in a nationwide initiative, ensure that your focus is on the London elements.
- Talk about the programme's potential for sustainability and growth.
- Be honest about any difficulties and challenges you faced. Talk about how you overcame them.

DON'T...



THE LORD MAYOR'S 2012
DRAGON AWARDS

- Feel you can't compete with other larger companies. The judges take account of size and resources.