

Promote your winning success

Congratulations on receiving a 2024 Community Rail Award. This is a brilliant achievement and can provide an opportunity for you to promote your partnership/group to your audience, partners and local media.

We've made some suggestions below on how you can maximize the impact of your award, long after the awards ceremony is over.

Use your existing channels

Post on social media

- Use the 'winner' graphic provided in the toolkit ([download here](#))
- Use the #CRA24 and #CommunityRail hashtags so we can easily see your messages and amplify through our channels
- Link back to your website
- Post more than once – keep the messages flowing about your win, this will help to catch those that may not have seen your earlier messages
- You could focus each social post on a different element of your winning project. See some examples in our [toolkit](#)
- Use the post to highlight other areas of your work
- If your project involves other partners be sure to tag them in the post so they can also share, see below on reaching out to partners

Feature it on your website

- Upload a news story to your website, so visitors to your site can see you've won an award
- Use this to tell people more about your winning project – you could use the details you provided in your award submission
- Upload the 'winners' logo to your website, found in our [toolkit](#)

Include it in your newsletter

- Write an article for your next newsletter to share the news with your supporters
- Whether your newsletter is based online or not, include a link back to your website where people can find out more about your winning project and the work you do

Add to your email signature

- You could use the following text and feature it on your email signature 'WINNER - Community Rail Award 2024'
- Alternatively, you could include the 'winners' logo on your email signature, found in our [toolkit](#)

Tell your partners

Send an email to your partners

- Partners such as train operators, community groups, station teams, local schools/colleges you work with, local authority, tourism attractions, leisure businesses etc.
- Include the details of the winning project and the award category
- Thank the partner for their support, whether they have been directly involved, provided funding, or have generally worked with you over the past year
- Encourage them to promote your news to their own audiences, you could include a sentence such as: *'We'd really appreciate any extra support you can provide to help amplify our partnership/group so please feel free to share this news within your organisation and to your audience/followers on social media or through your newsletter.'*
- You could use this as an opportunity to reconnect with partners that you may not have spoken to for a while, use it as a conversation starter
- Follow up with your partners after the Awards evening, your partners may appreciate an update on how it went

Post on social media

- Tag partners you want to engage with on your social media posts
- Tag local newspaper/media outlets
- Alternatively, you could send a private message to partners/local media on social media – this can be helpful if you're asking them to retweet a recent post of yours, or if you don't have an email address

Local media

Send a press release

- Inform your local media outlets about your award by sending them a press release
- Include details of your award and, more importantly, this is a chance for you to highlight your winning project and your partnership/group
- Feel free to use the press release template that is featured in the **toolkit** – you can adapt and adjust this to suit your own style and tone
- If you don't have specific media contacts, you'll often find an email address of a news desk on their individual websites, where you can send the press release to or contact our **Comms team** and they will be able to provide you with local contact details
- Don't forget to include at least one photograph that you have permission to use, that the media may like to include. This could be of the project or from the awards evening. Please get in touch with the **Comms team** for a high-resolution version of your official winner's photo.
- Add your details in case the media want more information or to arrange an interview. For more advice, see our '**engaging local media**' [guidance here](#).

Future promotions

Grant applications

- Mention the awards win in future grant applications, where relevant
- It may be beneficial to mention your award-winning status when applying for future grants to highlight previous projects and how you deliver them effectively

Promotions

- If you plan to produce promotional literature such as line guides, timetables, posters etc. you may like to include the logo on these publications
- This will help to continue highlighting your success throughout the year

If you'd like advice on promoting your winning project, please contact our Comms & Policy team at news@communityrail.org.uk