

## Sharing your impact and promoting success

Congratulations on your success at the 2026 Community Rail Awards. This is a brilliant achievement and opens up opportunities to celebrate your work with partners, local media, funders and your audiences.

This guidance provides suggestions on how you can maximise the impact of your award long after the ceremony is over. For specific advice and support, contact our policy & communications team at [news@communityrail.org.uk](mailto:news@communityrail.org.uk).

### Use your existing channels

#### Post on social media

- **Highlight personal stories or quotes** from people involved in your project
- **Share the positive impacts** of your work - include key stats such as number of people engaged, volunteer hours contributed, improvements achieved or another relevant measure of success
- **Spotlight contributors** including team members, volunteers, partners and supporters who played a role in the project
- **Lift quotes and details from our [Hall of Fame](#)** to show what judges loved about your initiative and why it stood out
- **Use the ‘silver winner’ graphic** provided in the toolkit ([download here](#)) to help your posts stand out visually
- **Share photos from the Awards ceremony ([link here](#))** and make use of key stats from our press release ([link here](#)) to emphasise your work as part of a national grassroots movement
- **Use the official hashtags** #CRA26 and #CommunityRail hashtags so we can easily find and amplify your posts
- **Share bite-sized snippets** by breaking down your project into different elements and highlighting each one as part of a series. See examples in our [toolkit](#)
- **Post more than once** – keep the momentum going with a series of related posts will help reach people who may have missed earlier messages e.g. a ‘behind the scenes’ series showing the work that led to your award
- **Tag your project partners** so they can reshare, helping to extend your reach, see below for partner outreach tips
- **Share short videos** which perform particularly well on social media – whether clips from your initiative or a quick video created to celebrate your win

#### Feature it on your website

- **Create a dedicated spotlight page** or upload a news story so the award, and what it represents, remains permanently visible.
- **Lift details from our [Hall of Fame](#)** or use your original award submission to highlight the impact of your work
- **Upload the ‘winners’ logo** to your website, you can find this in our [toolkit](#)

### Share with local and regional media

- **Write a press release** or use our [award-specific template](#) to highlight your achievement
- **Include local radio stations** in your media outreach – they are often very responsive to positive community stories

### Add physical visibility at your station(s)

Promote your award by displaying your certificate prominently. You may also consider:

- Include a QR code or website link for more details on your project
- Use a display board to tell the story of your project

This helps passengers understand the value of your work and may inspire new volunteers or supporters.

## Maximise your award win beyond your existing channels

### Turn the award into a long-term story

Your award isn't a one-off moment, it's evidence of lasting impact. Keep telling the story throughout the year with these suggestions:

- Use the award as a hook in newsletters, AGM reports and annual impact summaries
- Weave your win into presentations to councils, train operators and funders.
- Add a simple boilerplate line to future press releases such as:  
*'This project won a national Community Rail Award in 2026 for excellence in [insert category name]'*

### Celebrate the people involved

Continue the celebrations and use your success as a hook for local stakeholder engagement.

- **Arrange photo opportunities** with local MPs, mayors, train operators or funders
- **Host a post-ceremony thank you event** for partners and volunteers

### Strengthen future funding bids

Awards demonstrate credibility, impact, local support and successful project delivery which can be valuable to highlight in a funding bid. Include the winners' logo, judges quotes or ceremony photos in future proposals

### Leverage local and regional media

- Pitch a 'what happened after the award' story a few months later to help highlight ongoing impact
- Use your win as a media hook during key moments such as station anniversaries, Community Rail Week or new project launches

### Build place-based campaigns and promotions

- Develop a trail, event or guided activity inspired by your award e.g. *'Explore our award-winning station garden'*

- Share your achievement with regional tourism bodies or your Local Visitor Economy Partnership (LVEP) - they may promote your win as a destination-enhancing success story

#### **Use it for long-term stakeholder engagement**

- Introduce your award in meetings over the year to spark interest and open conversations in your work and create opportunities
- Use it as a positive introduction when approaching new partners or collaborators

#### **Recruit new volunteers**

Awards show your partnership/group is welcoming, active and impactful. Consider:

- Hosting a volunteer open day or taster event
- Sharing volunteer stories linked to the winning project
- Use messaging such as *'Join our award-winning volunteer team'*

#### **Keep the momentum going**

To help keep your achievement visible and relevant long after the ceremony, consider these suggestions:

- A 'one year on' impact update
- A short online series (e.g. monthly social media posts) sharing continued outcomes of your project