



So you have been nominated
for a Rural Oscar, but
what can you do to support
your nomination...

Well you can start by reading our
5 handy tips on how to get ahead in this year's
Rural Oscars. Previous Rural Oscar winners
have told us promoting the Awards was a really
valuable way to engage with their customers,
involve their local community and to tell
others about the good work they do.



Get creative!

Promote the Awards to your loyal customers through in-store promotions, newsletters (hardcopy and electronic) or posting photos and making videos about what you do and why you should be nominated. Use Halloween, Christmas or other seasonal occasions to generate interest. While we have created several useful resources for you – feel free to create your own to promote your nomination, making it clear how people can nominate you.

Check out the Rural Oscars resource page

Go to countryside-alliance.org/caawards where you will find social media graphics, web banners, nomination petitions, press releases, posters and a Facebook profile frame. Download these resources which you can use in-store and online to encourage more nominations and promote your business. You can also watch videos from last year's winners on what it meant to them to win.

VOTE FOR YOUR STORE!



#RuralOscars – making the most of the Awards online

Online and social media presence is becoming increasingly important for businesses and it is a great way to promote your nomination in the Awards. So, if you don't have a presence online get one. Use the graphics from the resource page to promote your nomination across your social media channels, tagging in your local press and MP. Blog about your nomination and what it means to you, keep your customers in the loop and share updates. Finally, don't be shy, follow the Countryside Alliance social media accounts @cacampaigns, @caupdates or join our Countryside Alliance Facebook Awards group to hear updates and share the Awards news with your followers.

LOCAL GROCERIES

POST

Read all about it

Tell your local newspaper and radio station about your success. You will find a template press release on the resources page. This is a great way to share information about your nomination as your local media will be interested to tell good news stories to their readers and listeners. Any coverage you get is worth sharing on social media with your customers, your MP and the Countryside Alliance. Email awards@countryside-alliance.org if you need contact details for your local press.

Contact your MP



They love to hear exciting news about their constituents and news of your nomination is a great way to bring your hard work and success to their attention. You can write, email or tag them into a social media post. It is a great way to get added exposure and support for your nomination as many MP's will be keen to visit a business in their 'patch' and share details about your nomination to their followers. To find out how to contact your MP go here:

countryside-alliance.org/get-involved-contact-your-mp



We hope we have provided some inspiration to you and if you have any questions please contact the Awards team at awards@countryside-alliance.org