



Tips for a strong submission:

1. **Focus on what the project** was intended for and whether it achieved its stated outcomes.
2. **Tell a story** of why this project matters.
3. **Focus on measurable outcomes.** Back up your claims with statistics, visuals, and testimony, especially of the end user and citizen experience. This will be scored by your peers in the industry, but they won't be aware of the obstacles and benchmarking in your state the project had to overcome.
4. **Keep it simple!** Make sure entry is succinct, clear and focused on the judging criteria. Help break up text with key points.
5. Try to **interject your agency's authentic personality.**
6. Take a look at **last year's winning entries** in the Knowledge Center.
7. **Visual Aids**, such as photos, graphs, flowcharts are encouraged.

