



IAM RoadSmart 2025 Annual Award Scheme

As the 2025 Awards approach, we're looking to honour volunteers who have made a meaningful impact by demonstrating exceptional commitment, or raising awareness of our charity's work. Nominations should highlight how the volunteer has contributed to our strategic growth.

Our Strategic Pillars:



Growing Our
Brand



Increasing Our
Skills



Developing Our
Community



Promoting Our Charity



Digital To The
Core

How to nominate

1. Nominations are to be submitted [online](#). No other documents will be considered as part of the nomination process.
2. Make sure you give correct details for yourself, and your nominee, in case we need to contact you.
3. Select the correct award category when filling out the nomination form; there are 5 different categories to choose from.
4. Evidence your nomination. Why does your nominee deserve an award.

Think about how they support our strategic pillars. For example,

- how they are helping to grow the IAM community
- what they do to promote the charity and courses
- where they are supporting with digital transformation
- OR, how they are working with young drivers and riders

Prioritise your **strongest examples** and make every word count! Avoid using general statements such as 'This individual has made an outstanding contribution to road safety'.

Please use numbers to highlight their successes or add testimonials from other people that support your nomination. There is a 4,000-word limit (including spaces).

5. Simplicity is key. Consider if all the information you're giving is relevant, as well as clear. It's the quality, not quantity, that will make your nomination stand out.
6. Internet issues? We recommend writing the nomination text in a saved Word document and copying it across to the online nomination form. This will guarantee that you have a backup copy, and you won't need to write everything again. You can edit your responses in the online form.
7. Finally – please submit your nomination by **Sunday 14 September**, and we look forward to giving you an update on the winners!