


2025 TORCH AWARD TIPS FOR APPLICANTS



YOU MUST PROVIDE SUPPORTING DOCUMENTS


Supporting documents help clarify and provide a tangible representation of your business practices you will reference in your answers. Examples of supporting documents include your vision or mission statement, a word document that is sent to all new employees, management policies, screenshots of information from your website, awards/recognition, certifications, articles, pictures, videos, copies of your materials, etc. Make sure to screenshot the specific details you reference in your answers for judges to see and not just the link to your website or upload your entire document.

FINISH EVERY SECTION




Our panel of independent, volunteer judges will be evaluating and scoring each section of your entry, so do not skip any sections. The more information our judges have, the better they get to “know” your company. Do not be afraid to “brag” on your company!

TESTIMONIALS ARE POWERFUL




Testimonials are one of the most potent tools of marketing, and we encourage you to include these in your entry. Remember that testimonials can also come from employees who believe your company is a great place to work, or from other business partners that believe your company is great to work with. Anyone in your community that has great things to say about your company can provide a testimonial to include in your entry!

WHAT IS YOUR STORY




Storytelling can be a powerful way to build trust between businesses and consumers. We would love to hear “your story” on your Torch Award application.

FOCUS ON WHAT YOU ARE DOING LOCALLY




If your company is state wide, national or international in nature, we want to hear about this, however, our independent judges live and work here, so we do recommend you spend some time focusing on what you do locally.

MAKE SURE ANYTHING YOU INCLUDE IS UPDATED



If you are attaching brochures, business cards, employee handbooks, or any other collateral, make sure you are attaching the most up-to-date items.

CREATE A TORCH AWARD BOX



Start a “Torch Award Box”! Create a digital folder on your computer or get a cardboard box for your office. Throughout the year, put anything in your folder or box that speaks about your Character, your Culture, your Customers, and your Community. By putting away information in your “Torch Award Box”, it will help provide you with stories you want to tell the judges and the supportive documentation to go with them!