



LAST UPDATED SEPTEMBER 2025

Xero Global App Awards 2025 - App Partner Guide

Welcome to your go-to guide for the Xero Global App Awards 2025. This guide is designed to help apps to prepare strong submissions and rally your communities for the **People's Choice Award**.



Submission Tips



You only need **one entry per app submission**. Within that entry, you can:

- Select **all award categories** that apply (you can enter more than one).
- Select **all regions** that apply (you can choose regions your app is available in).

When completing your submission:

- Follow the guided prompts, they're there to help.
- Tailor your answers for each **category** and **region**.
- Highlight your differentiators — unique features, technology, customer success stories, or market fit.
- Be concise and clear — clarity matters more than word count.



People's Choice Award

The People's Choice Award is entirely in your customers' hands. This is your chance to **energise your community and encourage nominations**.

We've created a toolkit you can personalise and share with your users to help spread the word:

- Email template
- Newsletter blurb
- Social post copy and graphics (LinkedIn, Instagram, X, Facebook)



[Access the toolkit here](#)



Key Dates & Eligibility

- Entries open **26 August 2025 to 19 October 2025**
- Finalists announced: **Late October 2025**
- Winners announced: **Early December 2025**

To apply, your app must:

- Be listed on the **Xero App Store** (not a Xero-owned or bank feed app)
- Have at least **5 reviews with an average of 3+ stars rating**



Xero Global App Awards 2025 - Toolkit

Use this toolkit to encourage your community to nominate your app for the People's Choice Award and help it get recognised globally.

- **Email template** to reach your users
- **Newsletter blurb** to include in your communications
- **Social posts** to share updates with your network

Email Template

Subject Line Options:

- Help us win the People's Choice Award 🏆
- Your support could make us a People's Choice finalist 🎉

Body:

Hi **[First Name]**,

We're excited to share that **[App Name]** is in the running for the People's Choice Award in the **Xero Global App Awards 2025!** 🎉

These awards celebrate the apps making a real impact for small businesses and practices worldwide. The People's Choice Award is completely powered by the Xero community — which means **your nomination counts**.

It only takes a minute, and every nomination helps us get closer to being recognised on a global stage.

👉 **Nominate **[App Name]** [here](#)**



Nominations are open 26 August - 19 October 2025.

Thank you for your support and for being part of our journey. We wouldn't be here without you!

[App Name] Team



Newsletter blurb template

We're thrilled to be part of the **Xero Global App Awards 2025!**

If our app has made a difference in your business, please support us by nominating us for **the People's Choice Award**.

👉 [Vote for us here](#) before it closes on **19 October 2025**.

💬 Social Post Template

LinkedIn

We're excited to share that **[App Name]** is eligible for the **Xero Global App Awards 2025 – People's Choice Award** 🏆. If our app has helped your business, we'd love your support. Nominate us today! 📦

👉 **Vote for us [here](#)** before it closes on 19 October 2025.
#XeroAppAwards #Xero #SmallBusiness #Innovation

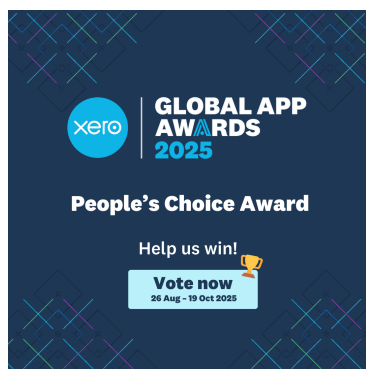
X, Facebook, Insta

- “We're in the running for the #XeroAppAwards 🏆 Nominate **[App Name]** for the People's Choice Award 👉 [Nominate us here](#) before it closes on 19 October 2025.
- “Love using **[App Name]**? Show your support by nominating us in the #XeroAppAwards People's Choice! 📦 [Nominate us here](#) before it closes on 19 October 2025.

Social tile templates

Template 1 (generic with no app logo for quick use)

- [LinkedIn](#)
- [Instagram](#)
- [Facebook](#)



Template 2 (customisable you can add your app logo)

- [Access editable Canva link](#)
- Add your app logo (white/light colour will work best) where white circle is
- Delete white circle and pink text
- Download your social tile

