



## Marketing and Communications Toolkit

### What is the 'Good Ideas Academy'?

Since 2011 The Melting Pot's acclaimed 'Good Ideas Academy'\* has inspired and supported people to turn their great ideas into new social enterprises, charities and campaigns.

Creating a non-profit organisation can be a daunting prospect. We're here to help people test out their ideas, turn them into action and make a real, long-term difference to society. We are now looking for **applications** for our **FREE 2016-17 'Good Ideas Academy'** - open now until **Sun 16 October**.

The 'Good Ideas Academy' programme has three stages; the 'Good Ideas Camp', 'Good Ideas Class of 2017' and the 'Good Ideas Alumni'.

The '**Good Ideas Camp**' happens over two intensive weekends. It's a chance for 25 people to get creative and explore their idea in a safe, fun and inspiring space. They will hear stories from real life change makers and examine if their idea has the potential to be sustainable and make a genuine difference to people's lives.

This stage ends with participants getting a chance to pitch their idea to a panel of judges and win one of the £500 Firstport Social Entrepreneur Awards. At this point 10 people or organisations will also be selected to continue on to the 'Good Ideas Class of 2017' - a 6 months development programme.

The '**Good Ideas Class of 2017**' will then have the opportunity to learn how to turn their good idea into a new non-profit organisation. They will receive help from seasoned experts through a programme of weekly workshops and away days. They will share their journey with other social innovators as well as receiving one to one mentoring. This stage ends with a graduation and a chance for the class to meet and win support from a range of funders and partners.

Once completed, the 'Good Ideas Class of 2017' will join the 57 strong '**Good Ideas Alumni**', and receive an ongoing programme of activity and peer support.

The 'Good Ideas Academy' is organised by The Melting Pot with support from The Scottish Government, The People's Postcode Trust, Creative Scotland and Awards for All.

\*Previously Social Innovation Incubator Scotland (SIIA)

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### Who are the Good Ideas Academy looking for?

The Good Ideas Academy aims to attract a diverse range of grassroots leaders. We want to hear from anyone with a passion for turning an idea for improving society into reality. This year we are particularly keen to hear from people whose idea:

- has been inspired by personal experience of a particular problem or issue.
- involves using a creative approach to improving the lives of people or the environment, through art, music, design, dance for example.

### Promoting the Good Ideas Academy

Since 2011 our acclaimed Good Ideas Academy has supported 57 founders to deliver their socially innovative ideas.

Over the years, the programme has supported creative organisations such as music innovators Tinderbox and Vox Liminis; environmental enterprises such as Green Aspirations and Remade Edinburgh; and social campaign initiatives such as Fathers Network Scotland and the Reward Foundation.

By promoting the 'Good Ideas Academy' you will help find and nurture the next wave of Scottish social innovators. Enhancing our collective wellbeing and finding creative solutions to local, national and international social and environmental problems.

### Key Messages

Please feel free to use some or all of our key messages in your communications.

- The 'Good Ideas Academy' - supporting people to turn great ideas into new social enterprises, charities and campaigns.
- The 'Good Ideas Academy' - committed to helping good people make positive things happen.
- The 'Good Ideas Academy' - making a difference across Scotland and beyond through the development and ongoing support of 57 Alumni.
- The 'Good Ideas Academy' - helping good people connect with each other and a range of seasoned experts and advisors.
- The 'Good Ideas Academy' - providing an intensive, fun and inspiring environment to explore and develop early and growing ideas.

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### Social Media

Throughout the 2016-17 Good Ideas Academy we will make a range of content available.

Please follow us, like and share across all our social media platforms and we'll do the same back! Please use the Good Ideas Academy or **#GoodIdeasAcademy** in your posts.



[www.youtube.com/MeltingPotEdinburgh](http://www.youtube.com/MeltingPotEdinburgh)



[twitter.com/TheMeltingPotEd](http://twitter.com/TheMeltingPotEd)



[www.facebook.com/TheMeltingPotEdinburgh](http://www.facebook.com/TheMeltingPotEdinburgh)

[www.TheMeltingPotEdinburgh.org.uk](http://www.TheMeltingPotEdinburgh.org.uk)

Shortened URL to the website <http://bit.ly/2cIEBqY>

### Social Media Examples

Here are some examples which you could use to promote the 'Good Ideas Academy'.

- Turn your great idea and passion into a new social enterprise, charity or campaign - Join the **#GoodIdeasAcademy** <http://bit.ly/2cIEBqY>
- Have an idea you want to grow that has positive social impact at its heart and soul? - Join the **#GoodIdeasAcademy** <http://bit.ly/2cIEBqY>
- Start your journey creating an organisation which makes a positive social impact - Join the **#GoodIdeasAcademy** <http://bit.ly/2cIEBqY>

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# GOOD IDEAS ACADEMY

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### Campaign Materials



Logo - downloaded [HERE](#)



Banner - downloaded [HERE](#)



Poster - downloaded [HERE](#)

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### Website, Newsletter and E-zines

Here's some example of copy on the 'Good Ideas Academy' which you may want to use in your newsletter, e-zine or online:

Calling all budding entrepreneurs, social innovators and those with good ideas to change the world. The 'Good Ideas Academy'\* is now recruiting!

Creating a non-profit organisation can be a daunting prospect. The Melting Pot's 'Good Ideas Academy'\* has been inspiring and supporting new and emerging ventures since 2011, helping people refine and shape their ideas for positive social change and turn them into a thriving reality. Best of all - it's FREE!

So if you have a great idea and would like to start shaping it into a reality then head over to [www.TheMeltingPotEdinburgh.org.uk](http://www.TheMeltingPotEdinburgh.org.uk) to find out more. You can also apply online - open now until Sunday 16th October 2016.

#### The 'Good Ideas Academy' Programme

**Good Ideas Camp** - 5/6, 19/20 November and 1 December 2016

25 x people with good ideas

2 x intensive weekend camps

1 x chance to pitch a great idea, win £500\*\* and be selected for the 'Good Ideas Class of 2017'

**Good Ideas Class of 2017** - January - June 2017

10 x People ready to start non-profit organisations

6 x Months development programme

1 x Graduation and a chance to meet and sell your new non-profit organisation to funders and partners

Graduates will then join the 57 strong 'Good Ideas Alumni', a valuable community of peers who help each other grow and scale their organisations and their social impact.

\*formerly Social Innovation Incubator Award (SIIA)

\*\*part of Firstport's Social Enterprise Programme Awards

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**Thank you for promoting the Good Ideas Academy**

Your contribution will make all the difference.

From all the Good Ideas Academy Team.

If you want to get involved or have any further question or comments please contact:

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