Subject: Big Ideas 2015-2016 Contest Launches!

The 2015-2016 Big Ideas contest opens September 8th!

Join us for our first information session on Wednesday, September 9th, at 6:30pm PST in B100 Blum Hall (Plaza Level)!

Big Ideas is an innovation contest that provides funding, support, and encouragement to interdisciplinary teams of undergraduate and graduate students who have 'big ideas.' Since its founding in 2006, the competition has inspired over 1,000 student-led projects aimed at solving the world's most pressing problems.

Applicants have access to the following resources to help them develop their projects:

- Up to $15,000 in funding per team!
- Extensive feedback from judges
- Information, proposal writing, budgeting, and skills development workshops
Contest Promotion Emails

- Access to advisors and Practitioners in Residence
- 6-week mentorship period for finalist teams

The following 2015-16 Big Ideas contest categories are open to UC Berkeley students:

- Art & Social Change
- Energy & Resource Alternatives
- Financial Inclusion
- Food Systems
- Global Health
- Improving Student Life
- Information Technology for Society
- Mobiles For Reading
- Scaling Up Big Ideas

Submissions are due by November 12, 2015 at 12:00 noon PST

To learn more, visit the Big Ideas website: http://bigideas.berkeley.edu/
Subject: Big Ideas Art & Social Change Category - Call for Applications

Dear [Department, Class, Student Group, Center],

The 2015-2016 Big Ideas Contest is underway with up to $300,000 in prizes available to graduate and undergraduate students who have creative solutions to pressing social challenges. The contest features a variety of categories this year, and given the scope of your organization's work, we feel that the Art & Social Change category would be of particular interest to students affiliated with [School]'s [Department]! For this category, Big Ideas teams are asked to create an innovative arts project that meaningfully engages with issues of advocacy, justice, and community-building. We believe that your students are well-positioned to be successful in this category, and highly encourage anyone interested to submit a proposal to this year’s contest! Full information on the category can be found here.

Student teams are required to submit a 3-page pre-proposal by 12pm PST on November 12th. To learn more about the rules and eligibility requirements of the category, please visit our Big Ideas website. We are holding a special online information session for remote teams that will be webcast on October 13th at 3:00pm PST, where we can answer students’ questions about the contest.

Feel free to email bigideas@berkeley.edu with any questions you may have!

Best,

Big Ideas Program Manager
Subject Line: Promoting Big Ideas on UC Campuses

Dear [Partner Name],

The 2015-2016 Big Ideas Contest, managed through the Blum Center for Developing Economies at UC Berkeley, has officially launched! With 8 categories open this year to students across the UC System, the competition seeks to inspire students to develop innovative and high-impact projects aimed at solving important social challenges.

We need your help to reach out to your student networks, so we ask that you please help us spread the word about this year’s contest!

Given the high quality of proposals that we received from our UC system partners last year, we are especially excited about the participation of students from your campus in this year’s competition! We would appreciate it if you could help us poster advertisements across campus, make announcements, or share materials on your website, Facebook, or Twitter! To facilitate this process we have included links to promotional materials and suggested social media communications, below.

I will be in touch next week to provide any assistance that you think would be helpful on your campus. The Big Ideas Network Coordinator will also be in touch in the coming weeks to gather recommendations for potential mentors and judges who might be interested in participating in our contest.

Feel free to contact our team with any questions you may have, and thanks for supporting Big Ideas on your campuses!

Best regards,
Big Ideas Program Manager

Promotional Materials

All of the UC-specific promotional materials are accessible on the Big Ideas website.¹

- General Contest Promotion: UC System Multi-Category Poster and Big Ideas Timeline Poster.
- Focus Areas: If you want to tailor outreach to specific centers/departments, use the Individual Category Posters.

¹ http://bigideas.berkeley.edu/promote-uc/
Contest Promotion Emails

- **10/13 Online Information Session**: Use the Information Session Poster if you want to promote the Online Information Session that we are holding specially for remote teams on Oct 13, 3pm PST, which will be live-streamed [here](#).

**Social Media Outreach**

Feel free to also post our outreach materials on social media! Here are some suggested posts to promote the contest:

- **Facebook**: (with UC Multi-category Poster) The 2015-2016 Big Ideas contest is open! [School] students can win up to $15,000 in awards and are eligible for 8 different categories this year. Big Ideas challenges graduate and undergraduate students to put their ideas to the test! Pre-proposal deadline 11/12! For more information on contest rules and eligibility, check out bigideas.berkeley.edu.

- **Facebook**: (with Info Session Poster) This year’s Big Ideas contest has launched and is open to [School] students, who are eligible for 8 different categories! Tune into our online information session on October 13th, 3:00pm PST, which will be webcast here: bit.do/ideaslive. Pre-proposal deadline 11/12! To learn more about the contest, visit our website at bigideas.berkeley.edu.

- **Twitter**: (with UC Multi-category poster) The @BigIdeasCAL contest is now open to [School] students! Deadline 11/12. Check out bigideas.berkeley.edu for more info!