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Guest Post: Introducing Bright One

September 30, 2008, 11:59 am

The following is a guest post from Bright One, an new and exciting social enterprise.

Bright Ideas with a Bright Future

As with a lot of ideas, our idea for a social enterprise started due to frustration.

In this case it was the frustration that there a lot of people and organisations out there doing some amazing work and helping a lot of people, many of whom are supported by UnLtd or have a presence on UnLtd World. But for some reason - whether it was through a lack of awareness, a lack of understanding or a lack of time and resources - these organisations hadn't been able to communicate what they do as effectively as other charitable organisations.

With the support of UnLtd, we've launched Bright One as an industry initiative to help change this.

Bright One is a communications agency aimed at charities, non-profits and social enterprises, run by volunteers from the industry who want to broaden their communications experience and use their expertise for social good. We aim to deliver high quality communications at below market value and in turn help organisations to reach those they are trying to help.

An effective PR campaign can be an extremely efficient way of raising awareness of an organisation to its key stakeholders, but there is some confusion as to what exactly PR is and what it can or can't do for an organisation. We are currently working with UnLtd to organise several PR drop-in sessions, which we hope will be used to demystify PR and answer any questions you may have about how to use PR effectively.

Bright One is not about competing with existing agencies but about providing a service to organisations otherwise squeezed out of the market. We will charge a fee for our services, but these are not fixed and will depend on what organisations can afford. And as Bright One is a not for profit organisation, all of the profit gained will go back into Bright One to both maintain and grow the organisation or to help our clients afford our services.

You can find us on [UnLtdWorld here](#) or you can go to our website at www.brightone.org.uk. We look forward to helping organisations with their communications and hope you are looking forward to it too!

Tags: [unltd](#), [bright one](#)

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