CUP Advocate Application Criteria

Criteria	Explanation
Does the organization and its work address systemic inequity?	The organization should be working to center and improve the human dignity of the communities they're directly working with. They can be doing this on different scales like providing direct services to people or organizing for policy and structural change. The organization should be intentionally working to dismantle white supremacy and other forms of oppression, have a deep anti-racism and anti-oppressive analysis, be aware of their personal bias and privilege, and center equity and inclusion in their work internally and externally. We know that organizations are in different places in addressing these issues and an ideal organization will be working towards some of these things.
Is the topic clearly articulated and addresses a social justice issue?	It's clear what the topic is and what content would be covered in the project. Is the current lack of clear and usable information around the issue causing an injustice? Some examples of injustice might be an inability to access rights or services, disparate outcomes based on demographic characteristics, or a lack of political representation.
Is the issue well-defined and limited in scope to work with the Making Policy Public format?	Making Policy Public projects focus on public policy issues affecting communities. We define public policy broadly. Topics can address policies, systems, or processes. These fold-out posters are completed with 8–10 months. Past guides cover the right to counsel law for tenants facing eviction in NYC, increasing civic engagement for incarcerated people and their families, and risk assessment instruments (RAIs) and their effect on mass incarceration.
Does the organization have expertise in this topic?	The organization works on this topic, understands it deeply, and can explain the details of the policy, system, or process and its challenges. The tool created will be part of larger organizing, advocacy, or direct service efforts of the organization.
Is there a clear audience with a clear need for the tool?	Strong project proposals will have a clear and specific audience, not a broad range of audiences. For a past guide addressing indoor air

	pollution and its effect on health, our audiences were low-income renters of color. Another guide covering the Person in Need of Supervision (PINS) process was for parents with children at risk of going through the PINS process and community organizations who could serve as alternatives to entering the juvenile justice system. The "general public" is not a specific enough audience for a project. It's nice if the project will eventually have a broader impact, but there should be a specific shared experience amongst the people who will use this guide.
Does the organization have a meaningful connection to or is a part of this audience?	The organization should work with the directly impacted community or have experience working with people who are directly impacted by the issue and can bring them into the process to give input on the project. The organization should be working to build power or support the self-determination of that community. It's great if staff and leadership in the organization reflect the communities they work with.
Would a visual tool help make this topic more accessible to the audience?	The policy, process, or system is something that could be represented in a visual form. By making it visual, the policy, process, or system is made easier to understand and navigate. For example, in a project we did on the juvenile justice system, we visualized the system as a comic book, so it was easy for youth to engage with it and to understand what to expect after they've been arrested.
Is there a clear distribution plan?	The organization should have a clear plan to distribute the project once it is completed so it will get into the hands of those directly impacted by the issue. They should demonstrate existing capacity to get it into the hands of community members. They can also demonstrate ability to share it through their network of organizations that they've worked with before.
Does this project have the potential to cause harm, particularly to people with marginalized identities?	The project should not exclude or marginalize any other groups that are affected by that issue.