



Open call for community organizations to collaborate on CUP's next series of Making Policy Public projects!

Click [here](#) to apply!

Making Policy Public is a program for organizers, advocates, and direct service providers to create a free project that breaks down a complex social justice issue, policy, or service into an easy to understand, visual explanation. Projects are created in collaboration with CUP staff, visual designers, and selected organizations.

Making Policy Public supports organizations that:

- advocate for more just, equitable, or inclusive policies
- organize members or communities to take action around unjust practices
- support communities through city processes or services

Projects have supported the work of organizers and advocates by:

- distributing important information widely
- creating a unified message to advocate for legislation
- increasing the number of people who apply and take up social services
- increasing the number of people who participate in city processes

CUP defines policy broadly. Projects can address:

- Policies, like:
 - [Workers' rights to safe working conditions](#)
 - [TGNC rights in NYC jails and NYS prisons](#)
 - [Students' rights against gender-based violence at school](#)
- Systems, like:
 - [Environmental threats on communities of color](#)
 - [Electronic surveillance](#)
 - [The criminal legal and immigration systems and their intersections](#)
- Processes, like:
 - [Applying for asylum](#)
 - [New York City's budget cycle](#)

- [Applying to FEMA after a natural disaster](#)

Note: CUP used to have two programs—Public Access Design and Making Policy Public. To make it easier for community partners, we've combined the programs to allow more flexibility in timeline and format.

Who should apply?

CUP is looking for community organizations that:

- want to explain a **policy, system, or process**, and has the potential to support other organizations or organizing efforts.
- have meaningful **knowledge and experience** about the policy, system, or process you're proposing to explain.
- are proposing a project that intentionally supports **social justice for people who experience oppression**—people with low-income, those impacted by the carceral system, identify as LGBTQIA+, people of color, disabled, or as immigrants, among others. The project doesn't have the potential to cause harm, particularly to people with marginalized identities.
- work directly with or have a meaningful **relationship** with communities that would benefit from this tool
- have an effective plan to **distribute** the project (ex. through trainings or workshops, during intake, or at the point of service)
- value **art and design** as a meaningful way to engage communities
- have the **capacity** to meet every 2–4 weeks over the course of the project (5–12 months, depending on the scope of the project); collaborate on this project as part of their organizational work (not as a volunteer); recruit participants for two to three community feedback sessions; and plan a launch event after the project is complete
- Are based in **NYC** and have **501c3** status.

We prioritize applications from:

- BIPOC led organizations.
- organizations led by people directly impacted by the project's focus.
- organizations with an annual operating budget below \$1 million.
- organizations who have not collaborated with CUP.

Project proposals should NOT be to create:

- promotional/lobbying materials for campaigns
- marketing materials for programs
- reports, dense handbooks, or resource directories
- future plans or policies (for example, a proposed policy change)
- resources for laws that haven't been passed yet

How does it work?

Community organizations and designers respond to CUP's open call for Making Policy Public. A jury of visual designers and advocates use program criteria to select four community organizations' and four visual designers/teams. Each project team collaborates over 5–12 months, depending on scope or format of the project.

CUP brings experience in collaboration and project management, understanding complex policies, print production, art direction, writing, and research. Community organizations bring their deep knowledge of the issues impacting communities and trusted relationships they've built through their work. Graphic designers and illustrators bring their visual skills, creativity, and commitment to creating work in support of social justice. Together, we create projects that break down barriers to meaningful advocacy, organizing, and participation.

Community organizations receive 1,000 free copies of the final project to distribute directly to their communities and networks. Designers receive a \$4,000 or \$7,000 honorarium, depending on the scope of the project.

Click [here](#) to learn more about Making Policy Public.

Project Formats

Community organizations can choose the format that best meets their organizing goals and capacity. If you're not sure which one to choose, select the one you think is best and if selected as a finalist, CUP staff will work with you to decide which format best supports your project.

To select a format, applicants should consider:

- Where will someone read/use this resource?
- How will they use this resource?
- Do you organize/advocate in multiple languages? Do you need multiple languages to support your communities?
- What information is essential to the outcomes you're striving for?
- How soon do you need this resource? If this resource is made in 7 months, will this resource still be valuable to you? In 12 months?

Small Formats

These projects are 5–7 months. These formats are portable and helpful for information that needs to be discreet or carried around regularly. Because these projects are smaller, the scopes for these projects are more specific. Small formats usually support one language. Examples include:

- Small booklet, like [Unfriend the NYPD](#) or [Housing Court Help](#)
- Small fold out, like [Is College for Me?](#) or [Sign Up!](#)
- For accessibility reasons, we can offer a larger booklet, like [Stay Steady with SSI and SSDI](#) and [GET EQUAL](#). This format contains the same amount of content as the smaller formats.

Large Formats

These projects are 8–12 months. Large formats support larger scopes and are helpful for explaining multiple steps of a process or visualizing a complex system. These formats are easy to carry around and good for canvassing. They are also good for working collaboratively at a workshop or training. Large formats can support up to three languages. Examples include:

- Large booklet, like [Is Your Landlord Using Construction to Harass You?](#)
- Large poster, like [People Power Transit](#)
- Large foldout, like [What do Incarcerated Parents Need to Know About ACS?](#)

Click [here](#) to learn more about the formats.

Timeline and Deadlines

- July 29, 2024 — Call for Making Policy Public proposals opens!
- August 20, 2024 — Optional webinar for community organizations. Register [here](#).
- September 16, 2024 at 12:00pm EST — Open call closes
- Late October 2024 — Jury meets to review applications and select finalists
- November 2024 — CUP interviews finalists
- December 2024 — CUP notifies selected applicants
- January 2025 — Making Policy Public collaborations are announced!

Questions?

Please read the FAQs below and visit our website to learn more about CUP and Making Policy Public. If you have more questions, email Clair Beltran at clair@welcometocup.org. We're also offering office hours throughout the call if you'd like to talk with CUP staff about your project or application. Sign up for a slot [here](#).

About CUP

CUP is a nonprofit organization that uses the power of art and design to increase meaningful civic engagement, in partnership with marginalized communities. Since 2001, CUP has worked with community organizations, schools, visual designers, and teaching artists, to make information about the public policies, processes, and systems, accessible.

FAQs

Can I submit more than one project proposal?

Yes! Organizations can submit more than one proposal. If an organization has two strong proposals, you would only be selected to work on one.

Can I see the application questions ahead of submitting online?

Yes! See the next page for a list of the application questions.

I'm not affiliated with an organization but have an idea for a project. Can I apply?

Making Policy Public projects are successful because the advocacy partner has expertise in the topic, a community that needs the information, and a clear distribution plan to get this tool to the audience. If you're not part of an organization, we encourage you to look for one that is working on the topic you're interested in and collaborate with them, or make them aware of this program.

If I have applied in the past but was not selected, can I reapply?

Yes! If your topic wasn't selected in the past, please review the criteria to better understand what makes for a strong application. We've tried to make our criteria clearer and clearer each year so that organizations can better target their applications. We're also offering open hours if you'd like to talk with CUP staff about your project or your application. Sign up [here!](#)

What if the topic I'm working on may go through a lot of changes?

We know that policies change often and welcome applications that address urgent topics. We can accommodate some shifts and changes that may happen as we're working on the project but if there's substantial shifts that impact the entire policy, we won't be able to continue the project. Please keep this in mind as you're deciding which issue may be the right fit.

If it's likely your project proposal will change dramatically, Making Policy Public might not be the most helpful program. If you still want to work with CUP, consider hiring us. If you have questions, reach out to Clair Beltran, clair@welcometocup.org.

What if our organization isn't based in NYC but I want to collaborate with CUP?

Making Policy Public is intentionally supporting NYC-based organizations this year. If you are outside NYC and working on a policy or campaign that needs visual explanation, consider hiring CUP. Find out more about hiring CUP [here](#).

Making Policy Public Application Questions

1. About Your Organization

- a. What is your organization's bio or mission statement?
- b. What is your organization's annual operating budget?
- c. How does your organization work towards creating systemic equity? Please share 2-3 examples or efforts.
- d. Is your organization BIPOC-led?
- e. Is the organization led by someone who's part of the community the project is for?

2. About the Project

- a. What's your project about?
- b. What information will the project cover?
- c. What's the problem you're trying to address? How does it affect social justice? What are the barriers to understanding or navigating this issue? If it's helpful, you can describe the issue, system, or policy to give more context.
- d. What work have you already done on this issue? How would this project fit into that work? If you're working with other groups or coalitions on this issue, please tell us about that work.
- e. How do you teach about this issue now? Where could/would this project draw its information from? If you have current materials, please upload them here.
 - i. Optional: Advocates can attach up to 10MB of materials

3. About the Community

- a. Who is this project for? What relationship does your organization have with them? How do you work with and include them in your organization? Examples include: workshops, trainings, or direct service support. If you partner with other organizations to support the people or community the project is for, tell us about that.
- b. How would a visual tool make this information more accessible? How would the project be used?

4. About Distribution and Impact

- a. How would you distribute the project once its complete?
- b. What outcomes do you want this project to have? What do you want people to do with this information? How will this impact their lives and other people's lives? For example, we would like to see a 10% increase in people involved in this campaign. / We would like to see a 10% increase in complaints filed against employers.

Making Policy Public 2024 Open Call Guidelines

- c. How will this project relate to your organization's work or the goals of a specific campaign? How will this project expand upon the work you're already doing? If this project is part of a new campaign, describe how this fits in with the rest of your work and why it's important to expand in this way.
- d. How will you know you achieved those outcomes? How will/can you measure success? Be as specific as possible and include numbers, if possible, like, We will note the size of our membership at the start of the project and again after five trainings that use the completed project. / We will note the number of complaints filed at the start of the project and the number six months after using the project.
- e. What format are you interested in for this project?
- f. Most CUP projects are between 1–3 languages. Keeping in mind that different formats can accommodate different languages, what languages would you like this tool in?
- g. How did you find out about the open call for Making Policy Public?