OVERVIEW

Challenges to our social and economic systems are coming fast and furious these days, and if you have a platform to reach the masses with powerful pop culture push-back, we are here to help. While transformative culture change and meaningful narrative shifts take years to unfold, we recognize that there are clear, time-bound moments that require a rapid infusion of experimentation, creativity and coordination.

Pop Up grants are designed to help you implement nimble, proactive pop initiatives that create learning spaces, partnerships, narrative design opportunities, experimental cultural campaigns, and/or content intended for mass audiences to help advance social justice through pop culture.

See the guidelines below for specifics on ‘Pop Up’ grants.

GUIDELINES AND ELIGIBILITY

IS THIS YOU?
We back individuals and organizations working to build movements, drive campaigns, produce stories, and leverage media and entertainment mediums to drive positive narrative and social change in popular culture. Your project should have the power to reach mass media audiences (1 million+ people) OR to empower or guide those with the power to do so.

Individuals and projects with fiscal sponsorship, non-profit and for-profit organizations are eligible to apply.

WHAT IS A ‘POP UP’ RAPID RESPONSE INITIATIVE?
A proposed ‘Pop Up’ Rapid Response initiative must have three critical components:

• **There should be a focus on narrative:** The Collaborative's mission is to help create and catalyze just and authentic narratives about people of color, Muslims, immigrants and refugees. Through entertainment, storytelling and media intended for mass audiences (1 million+ people), ‘Pop Up’ proposals must intend to disrupt dangerous and/or advance authentic narratives about one or all of these communities.

• **It should be a rapid response effort:** Proposed initiatives should be formed in response to recent and unanticipated OR fast approaching acute political, news or cultural moments. Examples include responding to the introduction of the executive order travel ban to anticipating cultural opportunities around the premiere of a new television show. We will look for you to describe how the timing of your initiative is urgent and pertinent to the coming months given the acute challenge that you are responding to. Proposed initiatives should be completed within a four-month time period.

‘Pop Up’ grants are not intended for initiatives that are raising funds on an ongoing basis and/or that are simply in need of a quick funding infusion based on an internal project timeline. We will consider existing pop-focused projects that are recalibrating strategies in response to or anticipation of a critical political or cultural event.
• **Remember pop culture for mass audiences:** Coupled with a rapid response hook, your project should intend to move narratives that reach and engage mass media audiences (1 million+ people) OR empower or guide those with the power to do so. Examples of potential initiatives include a pop culture campaign, production and distribution of content intended for mass audiences, learning or story design opportunities for entertainment artists, journalism and media production focused on storytelling and education for entertainment insiders and artists, cross-sector network building among community members, movement leaders and entertainment artists, and more.

Proposed initiatives should be completed within a four-month time period. If your initiative continues or develops next steps past four months, grantees can seek additional program support from outside funders or apply to join the Pop Culture Collaborative’s bi-annual grant cycle.

While we greatly value the creative vision and innovative efforts of a wide-range of potential applicants, ‘Pop Up’ grants do not cover local community arts and theater projects or the production or distribution of documentaries.

**WHAT GUIDELINES WILL MY PROJECT NEED TO MEET?**

Your Pop Up project must:

• Must intend to disrupt dangerous and/or advance authentic narratives about people of color, Muslims, immigrants and/or refugees. Intersectional focus on gender equity, the rights of children and families, LGBT rights, disability, democratic fairness, economic justice and others within these four community areas is also supported.

• Respond to a relevant cultural, political or news event OR proactively address an upcoming event or milestone within a four-month timeframe (i.e. political moments and events, high profile flash cultural moments, anniversaries, awards ceremonies, series or season premiere, movie premiere, etc.…)

• Match with one or more of our three program areas:
  a) Research and Learning (studying the impact of pop culture content, conducting and sharing analysis on audiences, best culture change methodologies and future pop change trends
  b) Building the Field, or (empowering more entertainment and social change advocates to use entertainment mediums as a way to communicate with the public and facilitate change)
  c) Activating Mass Audiences – or (reaching pop-culture consumers with stories and content that positively enforce inclusiveness and authentic narratives)

• Relate directly to pop culture. ‘Pop Up’ grant proposals should intersect with shows, music, movies, fashion, sports, widely viewed online content, and/or cultural zeitgeist moments intended for mass audiences (1 million+ people). The final product can be creative content intended for mass audiences, including creative including short film/video, concerts, music recordings, etc.
million+ people) including: learning spaces for entertainment artists; story, narrative and strategy design sessions; private and public events; tool and resource development; network and partnership building among movement and entertainment communities; development and implementation of pop cultural campaigns; new distribution and audience engagement strategies, and more.

- Advance an existing movement or culture change strategy.

While we generally do not fund fine arts, communications, grassroots organizing, and policy work, we believe that no effective pop culture strategy works in isolation. The Collaborative is open to funding pop culture-related ‘components’ of broader rapid response initiatives.

WHAT IS THE RANGE FOR POP UP GRANTS?
Some projects need a tiny boost to launch and complete, while others need a more significant investment to get off the ground or reach completion. With this in mind, our rapid response grants range from $5,000 to $30,000 in order to be flexible and best support your needs.

Approval of rapid response grants are at the discretion of the Pop Culture Collaborative leadership team.

APPLICATION PROCESS

The Pop Culture Collaborative takes applications for Pop Up grants throughout the year, with no formal timelines or deadlines. In order to review and respond to all applicants in a timely manner, we have developed a streamlined three step process.

**Step 1:** Read the Pop Up – rapid response guidelines outlined below in this document.

**Step 2:** If you believe your proposal matches the Collaborative’s guidelines, please [click here](#) to submit your idea.

**Step 3:** The Pop Culture Collaborative will respond to your inquiry within one week. Selected applicants will be sent a formal proposal application and budget form. We will respond to your proposal within 5 business days, and if approved, funds will be released within 10 business days of receipt of all required documents.