Q: What does the “advertising history” selection criterion mean?
A: We prioritize nonprofits that have not had many opportunities to advertise or run large-scale campaigns. The Co-Lab is designed to give grassroots organizations access to resources and visibility they might not otherwise have. When we ask about “advertising history,” it helps us understand how much prior support you’ve had but having little to no experience with advertising will strengthen your application, not weaken it.

Q: Do all three nonprofit representatives need to attend every session?
A: Yes. Each participating nonprofit must commit at least three staff members to attend *all* sessions. This ensures the campaign is well integrated across your organization, and knowledge and decisions don’t rest with just one person.

Q: Should nonprofits apply with one campaign idea or multiple?
A: You don’t need to have everything figured out when you apply. Some nonprofits come in with a very clear idea, while others are still exploring possibilities. What matters most is that you identify the core challenge you want to address. From there, your Co-Lab team will help shape and refine your campaign through the creative process.

Q: What counts as a PSA? Can it be visionary or narrative change?
A: A PSA should improve community wellbeing by providing access to information, resources, or opportunities. Visionary campaigns that shift narratives are welcome as long as they still function as a PSA—connecting people to something actionable and concrete.

Q: What happens at Pitch Day? Who attends?
A: Pitch Day is the culminating event where each team presents their campaign to a room of peers, agency partners, and invited guests such as foundations, media vendors, and community partners. Nonprofits are encouraged to invite their own stakeholders, funders, and partners. Pitch Day is both a showcase and a chance to build new connections for future support.

Q: Have nonprofits received funding or donated media after the Co-Lab?
A: Yes. For example, the New York Immigration Coalition used their Co-Lab campaign as the foundation for a multi-year initiative, attracting new funders and working with F.Y. Eye to continue development. Media partners have also donated placements—LinkNYC provided digital kiosk space and Captivate donated elevator screens across NYC. While we can’t

guarantee additional funding or placements, the Co-Lab provides a strong platform to open those doors.

Q: Does it cost anything to apply or participate?
A: No. Both the application and participation are free. There are no program fees.

Q: When will applicants be notified if they're accepted?
A: Applications close for nonprofits and artists on **August 31, 2026**. All applicants will be notified by the week of **October 16, 2026** about whether or not they have been selected.

Q: Which sessions are in-person and which are online?
A: The program runs November 2026–March 2027. About half of the sessions are in-person (mindful of holiday breaks) and the others are virtual. A full schedule with dates and formats will be provided to accepted participants.

Q: When do sessions take place? Are they during the workday or evenings/weekends?

A: All core program sessions are held on **Friday mornings** (typically between 9:00 AM and 12:00 PM). In addition, team meetings and working time outside of scheduled sessions generally take place during standard working hours. Because of this, participants must be able to commit to weekday availability in order to fully participate in the program.