

# 2022 Fellowship Selection Criteria

Echoing Green invests in Fellows to help build and shift power in their communities, drive inclusive and intersectional solutions forward, and fuel radical leaps of imagination that transform systems and power social movements. This document outlines criteria that Echoing Green uses to evaluate applicants to our Fellowship program.

The Echoing Green Fellowship supports leaders with bold ideas that will contribute to a world where race does not correlate with the systemic limitation or denial of opportunities, access to resources, or limits to the space to dream and build. Building a future free from racism, colorism, colonialism, white supremacy, and other oppressive systems requires collective action, working across issues and geographies, and learning across experiences. The Fellowship application prompts you to share how you will help counteract these forces and create a world where all people can thrive. Through clear and identifiable examples in your application responses, we want to understand how racial equity is core to your bold vision for change, from your organization's operations to your intended impact.

As you work on your application, we strongly encourage you to review the following criteria that will be used to evaluate your leadership and your organization.

## LEADER CRITERIA

As a social innovator, you are more than your business plan. We ask questions to learn about your leadership based on the following categories:

### Leadership Qualities

Showcase your ability to drive ideas forward, build support for your vision, and lead an organization toward its goals. Strong application responses will include concrete examples that demonstrate each of the following:

- Your ability to build and manage an organization toward strategic goals
- Your skill at building coalitions or partnerships to further your mission or goals

- How you have gathered and mobilized resources or support toward a cause or mission

## Purpose Alignment

Through your application responses, show why you hold deep conviction and passion for the issue you are committed to addressing. Echoing Green seeks out leaders who are dedicated to solving the problem, even if their organization's form shifts over time. In your responses, clearly and compellingly demonstrate:

- Why you choose to undertake and lead this work
- Why you're motivated to pursue addressing this issue long-term
- Why you feel compelled to address this issue at this particular moment in time

## Relationship to and Expertise on the Issue

Social innovators who are closest to their communities possess the ideas and insights to affect the greatest change—your proximity is one of your most significant assets. In your answers, showcase:

- How you reflect the community you serve and bring deep knowledge of the issues into your work
- How you design solutions with and for your community and proactively involve those impacted by the issue in your strategy and decision making
- How your leadership will shift power to the people most impacted by the outcomes of your enterprise

## ORGANIZATION CRITERIA

While your business plan may evolve, we want to know about the foundational thinking that drives your approach to this work. In your answers, you will be asked to share concrete examples and be scored on how well you demonstrate the following:

## Innovation

Tell us how your idea is innovative and as a result will bring about dramatic, not just incremental, change. As you share your plans for your organization, compellingly demonstrate:

- How your idea improves or builds upon an existing model, introduces an existing model into a new context or another form of innovation
- How your idea challenges assumptions and tests out new approaches
- Your awareness of others' work. How your idea differs from previous solutions and how your work can contribute to a coalition of organizations trying to achieve similar goals

## Changing Systems

Social innovators know that big problems require audacious thinking, even when the solution is simple. Share how your proposed solution can directly impact many lives, shift a community's trajectory, or change a system and structures. High scores will include concrete answers that illustrate:

- How your idea addresses the root causes of the system you are addressing
- How your approach brings an intersectional analysis to societal problems and accounts for multiple and compounded forms of oppression to yield a new, improved, and sustainable outcome
- Your understanding of the forms of power that influence the issue you are addressing

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*For more guidance materials and information on the 2022 Fellowship application, please visit [www.echoinggreen.org/apply](http://www.echoinggreen.org/apply)*