

DONOR ORGANIZING DESIGN INSTITUTE

COHORT-BASED LEARNING AND DEVELOPMENT



Donor Organizing Design Institute (DODI) is an online, **expert-guided cohort experience designed by Ray Martinez** for progressive non-profit leaders who are ready to build a **generative donor organizing pilot campaign** to launch in 2027.

Ray brings more than 8 years of practice designing, facilitating and coaching donor organization programs that have inspired over 1 million dollars of wholehearted giving. They specialize in guiding cohort-style programs, providing individual coaching, and integrating political education to empower volunteers, staff, and leaders to comfortably navigate cross-class conversations. Providing tools and guidance to transform fundraising into liberation building work, their approach helps organizations dismantle harmful cultural and fundraising norms, mobilize networks through one-on-one relational asks, and build a sustainable base of supporters committed to long-term systems change.

“The Donor Organizing Program gave us the courage to jumpstart and be bold in our individual giving strategy.”

What is donor organizing?

Donor organizing is an individual giving strategy that organizations can adopt to train and support community members who fundraise from their networks on behalf of an organization they want to see thrive. A campaign will include recruiting volunteer fundraisers (yes, they're out there!), providing training on racial capitalism and funding for movement work, supporting fundraisers as they build up their skills and bring in new donors, and providing opportunities for celebration and reflection along the way.

The results are:

- Increased unrestricted revenue you can allocate where it matters most
- Deepened connections within your base of supporters
- Increased community awareness of your organization's critical role in facilitating social change
- Broadened political analysis and practical skills to resource liberation work
- New donors who understand your mission and are more likely to stay connected

What will graduates gain?

- Confidence in talking about racial capitalism and fundraising for movement work
- A framework for building around your current strengths and top-priority goals
- Access to insights around structure, volunteer engagement, and gift infrastructure choice points

Graduates will leave with a 2027 campaign design you can implement with your team that includes:

- Who you'll target in recruitment and how to get started
- Roles and responsibilities for program management and implementation
- Priority training topics and action steps for curriculum development
- A clear container and timeline that invites volunteer donor organizers into your pilot program

The Institute balances cohort trainings with tailored organizational support. Our journey starts with 4 months of guided learning and design, followed by periodic touchpoints as you launch your newly developed donor organizing program in 2027.

Learn more at our free info session on September 3rd!

Program Components



4 x 90-Minute Cohort Sessions

1. Acquiring the Audacity to Innovate: Foundational principles of donor organizing and activating the power of collective action in fundraising
2. Adopting the Donor Organizer Mindset: Unpacking class dynamics and racial capitalism, and what they mean for fundraising with purpose
3. Pragmatic Campaign Design: Grounding your program in your strategic opportunities and unique context
4. Charting Your Path: Action planning and preparing for practice



4 x Dedicated Team Coaching Sessions

After each cohort session, you'll access individualized support to guide your team towards a truly values-aligned program that brings in new enthusiastic donors



2027 Sustained Support

Quarterly group coaching calls will support you through emergence in your pilot year

This is for you if...

...you are a small to medium-sized non-profit whose mission is focused on cultural, social, or political change. Organizations participate as a **team of two leaders** ready to design and lead a donor organizing campaign.

This experience is for **organizations who are ready to add a volunteer-driven and relationship-centered resourcing** program to their individual giving strategy.

Participants will be executive directors, development professionals, board members, and enthusiastic volunteers with the capacity and interest to design and implement an innovative program. You'll be supported in identifying right sized opportunities to bring in enthusiastic donors using a relational fundraising approach.

What you need to get started:

- We are looking for social change organizations with:
 - Curiosity and openness to experimenting around what donor organizing can look like in your community
 - Implementation capacity: At least one staff member or committed volunteer should plan to dedicate up to 20% of their time in the pilot year to recruitment and implementation
- Investment: \$3,500 per organization (includes 2 participants per organization)

ACCEPTING APPLICATIONS THROUGH SEPT 11

LEARN MORE AND APPLY AT WWW.RMMETHODS.COM/DODI

