

TRAINING FOR THE PROFESSIONALS WHO POWER THE WORK OF DEMOCRACY

Building the people, relationships, and knowledge democracy needs now. We are seeking **\$1,000,000** through Global GAIN's 501(c)(3) – **half for content development, half for in-person events.**

REQUEST \$1,000,000 • TWO HALVES \$500,000 content development • \$500,000 in-person events. Global GAIN 501(c)(3), tax-deductible.	WHAT IT FUNDS HUMAN CAPACITY Two-thirds of the content half — \$330,000 — to community leadership, engagement, knowledge stewardship, and practitioner pay.
STATUS LIVE BETA, IN USE NOW A working prototype people are already engaging with. Soft-launched August 21, 2026 — everything here is linked and verifiable.	WHO AMY PRITCHARD & WILL ROBINSON Co-founders. In the first week, dozens of veteran organizers — including original manual authors — volunteered as trainers, advisors, and contributors, unasked.

THE CASE

Meeting this moment requires more than good candidates. It requires people — organizers, managers, communicators, fundraisers, technologists, and trainers who know how to turn democratic values into effective action.

A huge part of why the Right has been winning is that it invests in exactly that — a talent and leadership pipeline funded at roughly ten times what our side collectively spends — our accounting, from the major conservative institutions' published budgets. Last cycle we burned through hundreds of millions on TV ads instead of the people who stay in this work, organizing cycle after cycle. Money we can raise. People we can develop.

This investment compounds. One organizer who walked into a 2006 training knowing nothing about campaigns won her first House race with 66% of the vote on a \$12,000 budget — and twenty years later, people are still telling us they use what they learned in those rooms.

A 2026 GAIN Power survey of practitioners found 64% reporting burnout and only 14% feeling supported. Asked what would help them stay, they named career paths, professional development, and community.

SINCE LAUNCH • AUG 21 • NO PROMOTION

134REGISTERED
MEMBERS, FIRST
WEEK**116**

MANUAL DOWNLOADS

70COURSE
ENROLLMENTS
ACROSS 23
COURSES**\$2,260**GIVEN BY 8
DONORS, UNASKED

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[WILL ON FACEBOOK](#) • [AMY ON LINKEDIN](#) •
[SUBSTACK](#) • [90K+ SUBSCRIBERS](#)

THE PROPOSITION

Community is not a byproduct of programming. Community is the program.

WHAT THE PILOT BUILDS

We are not starting from scratch. The content, the experts, and the audience already exist — [the platform is live](#) with the [twelve-manual core library](#), 23 courses, three live trainings, and a vetted practitioner directory, and dozens of high-profile political leaders have offered to help.

01 COMMUNITY & BELONGING Relationships that outlast a single election.	02 PROFESSIONAL PATHWAYS Moving between roles, staying connected between campaigns.	03 KNOWLEDGE & MEMORY Manuals, tools, and histories that otherwise disappear.
04 VETERANS TEACHING Experienced people teaching, mentoring, and reviewing.	05 LEARNING & DEVELOPMENT Workshops, cohorts, office hours, self-paced resources.	THE LONG GAME CANNOT BEGIN AFTER THE NEXT ELECTION It has to begin now.

HALF ONE · CONTENT DEVELOPMENT · \$500,000

INVESTMENT AREA	AMOUNT	SHARE
People Community & program leadership · engagement & member support · editorial and knowledge archive · practitioner and trainer pay	\$330,000	66%
Programming & reach Convenings · communications and storytelling · partnerships and professional pathways	\$90,000	18%
Platform Technology, CRM, data and security	\$40,000	8%
Compliance & operations Legal/C3, accessibility and evaluation · operations and contingency	\$40,000	8%
TOTAL	\$500,000	100%

Two-thirds of the content half — \$330,000 — goes directly to community leadership, engagement, knowledge stewardship, and compensating practitioners. That is intentional. **The technology matters; the people make it work.**

TARGETS BY MAY 2027 · BOTH HALVES

Registered community members	5,000+
Learners completing an in-person or online training	1,000+
Active trainers, mentors & contributors	100+
Tools, stories & archival contributions	100+
Active organizational partners	10+
Draft manuals finalized & published	All 12

The **second half — \$500,000 for in-person events**, raised before the midterms — funds regional convenings, multi-week cohorts, and trainer-of-trainer intensives. The targets above assume both halves. **Accountability:** a monthly metrics dashboard shared with funders, a mid-pilot review in January, and a full public report in May 2027.

we cannot raise more time!

WHY NOW

The people are stepping forward. The manuals are being edited. What is missing is the human capacity to meet them — and the window to build it is before the next cycle, not during it. A newsletter community of 93,000 democracy professionals is already listening.

MONEY WE CAN RAISE. PEOPLE WE CAN DEVELOP. TIME WE CANNOT RAISE MORE OF.

FUND THE FIGHT.

\$1,000,000 total — split evenly. \$500,000 develops the content now. \$500,000, raised before the midterms, puts it in rooms with people.

Next step: book a 30-minute call for a live walkthrough of the platform.

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