



Visionary Mutual Aid: An Open Training for Community Organizers, Space Holders & Good Listeners

with otherworldly giants

In this document I'll take you through a basic training in Visionary Mutual Aid. This is for anyone who wants to build skills in raising money + generating income for revolutionary purposes.

You can apply these tools for various money moving purposes including:

- raising funds for emergency/unexpected reasons
- creating a nest egg for long term sustainability or slow/internal seasons
- resourcing art projects or free/open content creation
- extra support while you run a business or even for specific products, services, programs and launches

Visionary Mutual Aid rests on a set of village principles and money moving practices specifically designed to build financial sovereignty and power during times like these. (See our intro document on our free resources page for more: "[Building Earth Honouring Economies with Visionary Mutual Aid](#)")

Visionary Mutual Aid is for us to receive, and also to give back to others from the overflow of our cup.

So, you can apply the skills on this document in times that you want to support others to raise money – whether it's for folks experiencing catastrophe/emergency, growing village funds you are personally invested in, or supporting other artists/entrepreneurs/healers in accessing revolutionary financial opportunities.

For the purpose of this document, I'm using myself and my Village Artist Grant System as an example. At the time of writing this, I'm running a campaign to generate funds into my first ever community-raised village artist grant.

Money raised for this grant will go toward supporting myself, my livelihood and projects, the core people around me (all of whom are QTBIPOC, disabled, survivors, grievers, healers and artists), and give back to matters that mean a lot to me.

More importantly, in raising this money for myself I am offering a possibility model of communal financial exchange that millions of us could sorely use....

people who want other options than just relying on non-profit, academic, government grants, corporate jobs...

...or entrepreneurs/community scholars, teachers and oracles who want much more sustainable ways to run their business than endlessly hustling on social media apps, creating program after program with no break.

...or community leaders who want to implement a financial model that allows you to support/inspire your community members more, and meet our personal + collective needs with greater strength and power.

During this campaign, folks have the option to self select and become Community Organizers of Visionary Mutual Aid, ie when help me amplify my campaign.

Those who do so will be eligible to win prizes, gifts, small grants and ROI from the overflow of my village funding pot. (To see the main Village Funding page, [visit this link](#).)

Here, I'll offer some extra tips and tricks on how to make the most of this challenge. And, everything said here can be applied to other money raising projects as well. So, here we go:

Becoming a Community Organizer with Otherworldly Giants

Take an afternoon and sit with any of my content or free resources. For example:

- [choose a PDF document on our free resources page](#)
- [choose a video on our Open Classroom \(youtube\)](#)
- [curl up with our Village Artist Grant System Intro \(free medicine bundle in our apothecary\)](#)
- [sit with our Village Funding Portal landing page or any of the resources at the bottom of the page](#)
- [tune into any episode of our podcast that speaks to you or moves you*](#)

*Our podcast provides a wide range of content, not exclusive to our Village Artist Grant System, but is a great option for Good Listeners to study & amplify (see below section for "Amplifiers")

After you read or listen to something, sit down with your journal and reflect.

For the sake of this campaign, focus on what I share about Visionary Mutual Aid. What speaks to you? What really lands? I often offer journal prompts with my content, you can travel with those. Allow whatever wants to emerge and release your thoughts freely.

Then look at what you wrote and ask yourself: what about Visionary Mutual Aid is really important to me and why? Why is this important to people I know? How is something very personal to me also a collective concern, a collective need, and a collective promise? Can I link the small things with the big things? What questions do I have? What concerns?

For questions and concerns: use these as an opportunity to go deeper. What medicine is trying to emerge through this inquiry? What truth wants to be illuminated? How are your questions taking you into deeper **thriving village principles?** (You can see how I use my own questions/concerns to illuminate thriving village principles throughout my [Intro to a Village Artist Grant System](#))

Feel free to share your reflections privately, with friends/a closed circle, or on a public platform. If you have questions/concerns, you can tag me on threads, send me a DM on IG @otherworldlygiants or send me an email with the link to your reflections & questions. I may be able to respond on my own platform. (email: mercury@shaungatagore.com)

After journalling/reflecting, take a pause and make a list of everyone you know who also cares about these issues.

Be expansive and creative with your list. Start with close friends and family, but also think about the person you see every day at your local coffee shop, or the parents at the park where your kids play.

Write down individual people, but also think about facebook groups, email lists, community spaces, social clubs, local small businesses.

From the list you made, identify a small handful of folks who you think might also want to become a Community Organizer with you.

Here, we're making an intervention on what we usually think we have to do when fundraising.

Instead of just thinking about people you can ask to make a contribution, you're thinking of people who are well positioned as organizers alongside you.

For example, instead of making a list of 10 people you can contact to support your fundraiser, **out of that list you are identifying 3 people who you can recruit as organizers.** You can say something like:

“hey friend, I’m investing in a practise of Visionary Mutual Aid. (insert personalized sentence here, ie *remember when we were talking about how our communities NEED to be way more organized when it comes to our mutual aid practices? I found something absolutely brilliant on this topic that I HAVE to tell you about.*) Over the next week I’ll be inviting folks I know into this practise. Will you do it with me? It’ll be way more fun if I do it with a friend, and I think it’ll give us both the hope and the win we really effing need right now.”

You can do this step to begin with. Instead of sitting with my content by yourself, you can get three friends together and go through it like a book club. Listen or read one of my offerings, then talk with each other about what speaks to you, taking some time for journalling.

Then, the group of you will make a list of people you know. **But before you contact anyone for monetary contributions, you’ll each identify a handful of people you think or know would want to become Community Organizers.**

Invite those folks into practise with you. Give yourself a timeframe. Decide that you’re going to take next week to invite people you know into my campaign and vision for village funding. Decide that you’ll check in with each other in the evenings, make phone calls together, help each other through blocks, keeping each other’s inspiration and confidence high.

During this time, you’ll support each other to create a 1-2 minute short pitch based on what came out of your journalling or conversations, that ends with a “Call To Action” sentence that makes a direct ask to support our campaign.

Try different drafts until you land on something that feels right.

For your artist friends, you can say something like:

“I know how hard you work to write those f*cking grants. I know how frustrating it is to put so much effort into writing them, and so many have come back with rejections this year. I know you’ve felt more and more demoralized. It’s not your fault, you are being squeezed out. The art you create needs to be funded, and it needs to be funded now. I found a project that’s addressing this problem in a really amazing way. Shaunga, and a team of QTBIPOC folks are running a campaign to get a Village Artist Grant System off the ground. *It’s about training ourselves in money moving practices that make it possible for US to give and receive artist grants to each other through a village funding practise, instead of relying on the machine.* She’s hosting an online event upcoming where she’ll share more about her vision and methodology, with a Q&A on how we can make village funding work for us. Do you want to come with me?”

pause for their response and conversation

End with your CTA: “So, here’s how it works: You can visit Shaunga’s Village Funding Portal link. You can choose from different options that’ll direct you to contributing something into her village artist grant pot. No amount is too big or too small, just offer something that feels good to you. What’s really exciting is if you contribute something before the deadline, you’re eligible for a cash prize or gift from the overflow of her pot. (*Here, you can name a specific prize that you think the person would like.*) If you can contribute today, that would go a long way. Part of what we’re doing here as a village practise, is showing that we can make rapid-fire fundraising happen for each other; so we can get grants as soon as we need them, instead of waiting months on end after submitting an application and you don’t even know if you’ll be rejected. I can text you the link right after we talk. Let me know if you want me to send you a reminder tonight or tomorrow, I’m happy to do so. And I’m so excited to attend this event with you and chat about it afterward!”

For your tired entrepreneur friends, you can use this similar template, but tweak it slightly:

“I know you deserve more financial support for your business. I see how hard you’ve been hustling FOR YEARS. This is a time where your village should be pouring back into you, so you can rest more. I know that as a collective, we are way out of practise with this sort of thing, but we can change the way we do things to make it more useful for all of us. I found a project that is actively changing things so that we can raise artist grants for each other without having to go through some other system. Meaning, you could weave yourself into an ecosystem where people are raising grants for each other, for all sorts of reasons: So you can work with less clients and not lose income. So you can take a sabbatical. So you can hire extra support and sleep in some days, or have quiet time to yourself in the evenings. So you can just focus on one program instead of three. So you can, so you can, so you can...”

For activists and organizers, you can say something like:

“How about we focus on training our communities on money moving practices that make the sheer volume of folks who need gofundme support less overwhelming? Through village funding we can create grants to resource the livelihood of folks who *take on the village role of organizing gofundme campaigns* and weave them into Shaunga’s village funding practise. That means we can build habits where we raise more money, in less time, through one portal, and have the ability to then close multiple gofundme campaigns all at once. Let’s go to Shaunga’s event so we can figure out how to make this

work for us. If we contribute something by this deadline, we get VIP seating, meaning we'll have the chance to ask questions and get live consultation. Let's make a contribution today (that gets us access to the event), and also the more people who contribute something early means she gets the accessibility funding she needs to run the event smoothly as a disabled person. That's what we call a Win-Win-Win-Win."

Some Extra Tips

- remember, you're not asking people to "donate" to an individual or project they probably don't care about, *you're inviting them into a movement and a deeply desired village practise that they do in fact very much care about.*
- raising money is exponentially easier when you're not doing it alone. As you make your asks, continue to lean on your fellow Community Organizers.
- the journalling you did means you have a lot of things that you can bring to conversations, speak from your heart, answer questions and speak passionately about why this matters to you – even if you don't bring everything you journalled about into every conversation.
- when you chat with folks, just be yourself and answer any questions they have honestly, even if it's saying, "I'm not sure about that, but why don't you check out this link" or "I can think about that more and get back to you."
- lean into in-person conversations, direct phone calls, and voice memos as a back up (we'll cover email or social media campaigns in the next section.)
- use direct and active language instead of passive language, ie:

"I just made an offering today, and if more people also did that it would make a huge impact on the lives of this QTBIPOC chosen family. Can you offer something today?"

Instead of: "*check it out when you can, no worries.*"

- celebrate, acknowledge and give gratitude to folks who make a contribution on your referral
- approach conversations with openness, generosity and listening – you are genuinely curious and invested in the well being of the person you're talking to. You don't need to demand, guilt them, or push them into contributing from a place of desperation
- don't pre-emptively encourage people to say no, ie:

"I know you're really busy, it's okay if you can't, I understand."

Instead, speak positively about your ask and **let them choose to say no** if they don't want to participate for any reason. *Don't assume people will say no based on what you think about them.* Approach the times they say 'no' with positivity as well, ie:

“I completely respect that. If you know anyone else who is looking for this, please feel free to share the link with them – I can text it to you after we speak. Even those who help move this project into the hands of folks who really need it goes a long way, and is super appreciated.”

- remind folks that the investor’s appreciation event I’m hosting is optional – even though everyone who contributes gets access to the event, gifts and prizes, folks can contribute simply because they believe in the vision.

This type of fundraising is not just for crisis, or for things we generally associate with crowdfunding. You can use this model for your small business, art projects, or livelihood as well.

How? Lean into my framework and vision around how we **organize around bodies of wisdom in development.** ([**My Village Funding Portal Landing page has great info on this.**](#))

Your small business, podcast, art projects, spiritual work, healing protocols, and writing/content/community work you otherwise do ‘for free’ *is part of a body of wisdom in development.*

You’re self-selecting as a recipient of village funding because the work you do not only deserves extra support, *you’re also an important part of growing village funds that we all have a stake in.* That’s what you’re inviting folks into.

Amplifiers, Space Holders & Good Listeners

A phone call campaign is not the only way to generate money through this methodology. You know yourself best in terms of where you have the greatest impact.

For example, you may be part of a facebook group where people are already activated on this issue.

You may have a loyal email list or podcast subscribers. You may have a lot of followers on threads or IG.

You may be good friends with someone who is running a program where folks are craving different options around financial exchange – you can approach them as a partner Community Organizer.

Instead of a phone call campaign, you can channel the journalling you do with our content into creating bite-sized offerings to share on social media, email list or a community space.

Out of your journalling, you can create five 90 second reels, a week’s worth of threads, a heartfelt facebook post, or a 5-day email campaign.

For example, you can say:

“hey folks, I am currently studying Shaunga’s model on a Village Artist Grant System. Even just reading this one website page gave me so much to think about. Over the next 5 days, I’ll be sharing my thoughts, insights, what I’m learning, and how this weaves into what is on my heart right now. (*insert a heartfelt sentence on why this is important to your audience.*) Over the next 5 days I want to see how

many people I can inspire to participate in this village practise. All you have to do is visit this link and make a contribution in an amount that works for you. Everyone who contributes by this deadline is eligible to win (x amazing prize, or give another incentive as to why they should contribute today). Let's make magic with each other. Let's show each other we can become each other's solid and sustainable source of village/public funding. We need this win. LET'S GO!!"

You can even host closed group circles for your people to come together and study my methodology!

Say you want to support this campaign, but you don't necessarily want to ask people to contribute money. I personally appreciate sincere amplification and referral back to my platform.

For example, if you love posting on threads – sit with any of my content and share on your platform what you're learning or why it speaks to you.

Share my links and refer people back to my Village Funding Portal. You can say something like: "this is who I'm learning from and I'm grateful that she shared this PDF. Check it out on this page."

Get creative with it! You don't have to limit your organizing to online spaces. If you're a visual artist, you can create beautiful cards with things you're learning from this campaign. Sit at your favourite coffee shop one day and display your art with a "come and talk to me about x topic" sign. (Check with the owners if that's cool, of course.) This is a way for you to promote my campaign, and your art, and meet cool people in your neighborhood.

One of the biggest takeaways from this training I'll note is the power of collaboration and communal support when raising funds.

Notice what I'm doing: I have a campaign that needs funding. But I'm not approaching this through creating a payment portal and then sharing/promoting it on social media for donations.

In days of the thriving village, the person who needed something from their community sat down in the center of their request. They focused on just being "the voice" of their own advocacy (the way I'm doing in this PDF).

But I'm not trying to run around the village screaming, "*please come to my show!!*" That is too stressful. When it's your time to receive, you deserve to sit still and focus on allowing the support to reach you. You do this by asking folks to gather around you in a strategic, organized way.

Lastly, I'll say: if you are supporting my campaign as an Amplifier, Good Listener or Community Organizer, please feel free to use my words and examples that I've written down here or on any of my content.

You don't have to feel like you have to come up with your own exciting language and pitches – I've already provided a LOT even on this document alone – especially if you feel like I already said it exactly the way you want to express it.

That is one of my village gifts, my gift with words. It's why I am a writer and why writers are important to the village. *I am often the one who knows how to say things that others can't find words for.*

So, use my words, but credit me. Use that to the advantage of this campaign, and send people back to my platform. For example:

“Omg, can I call you and read you this thing that I just read? It’s changing my life. What do you think about this? Do you want to become a Community Organizer with me? I really want to do it and I’d love to do it with a friend. I’m going to make an offering tonight. I can text you a reminder if you want to join me.”

Prizes, Gifts and Good Small Things

If you’re reading this before December 6 2025, you’re right on time to participate! I want to create some extra special gifts for folks who help me amplify this campaign. From my pot of village funding I’ll be creating a few cash prizes and gifts for folks who:

- amplify our campaign early (before November 20)
- refer people to our event in higher numbers
- share heartfelt, sincere insights from our teachings, stories and resources on your platform
- other currently unimaginable ways folks did special things to help us make magic (feel free to wow me with your ideas!)

After our event on December 6, we’ll send out an email to everyone with a survey where you can let us know how you supported the campaign, or who referred you. Filling out a survey makes you eligible to win one of our prizes.

(Though note that helping us amplify the campaign doesn’t guarantee you a prize...we’ll try to honour as many folks as we can!)

Keep An Eye Out

Follow us on IG/threads @otherworldlygiants or subscribe on substack [The Ancestors Writers Room](#) to stay up to date.

Keep an eye out for “closed group” trainings for Community Organizers. These are times that I host Office Hours or take a small group of Organizers through the training. I help you come up with your list, write your pitch, and provide support/coaching as you make your asks.

Remember that one of our prizes on our first campaign is a weekend retreat with me in 2026. Here, we do a full scale assessment on your business, practise, or what you need for the integrity of your healing journey. I support you to create a framework to invite village funding into what you are already doing. I also weave you into my next money moving workshop, or we host one together.

Plus, I’ll be opening more space in 2026 to collaborate with more folks on this practise. Together, we WILL take our power back, financially and otherwise, in all the ways it has been taken away from us.

If you want in on this, you definitely want to contribute to our first campaign and attend our first event. [Here’s the link again.](#)



PS: I want to shout out Chanelle and Jules who hosted a rapid response mutual aid training in summer 2024. The organizing strategy I lay out here is deeply inspired by what I learned in that training. [You can watch it for free on youtube.](#)