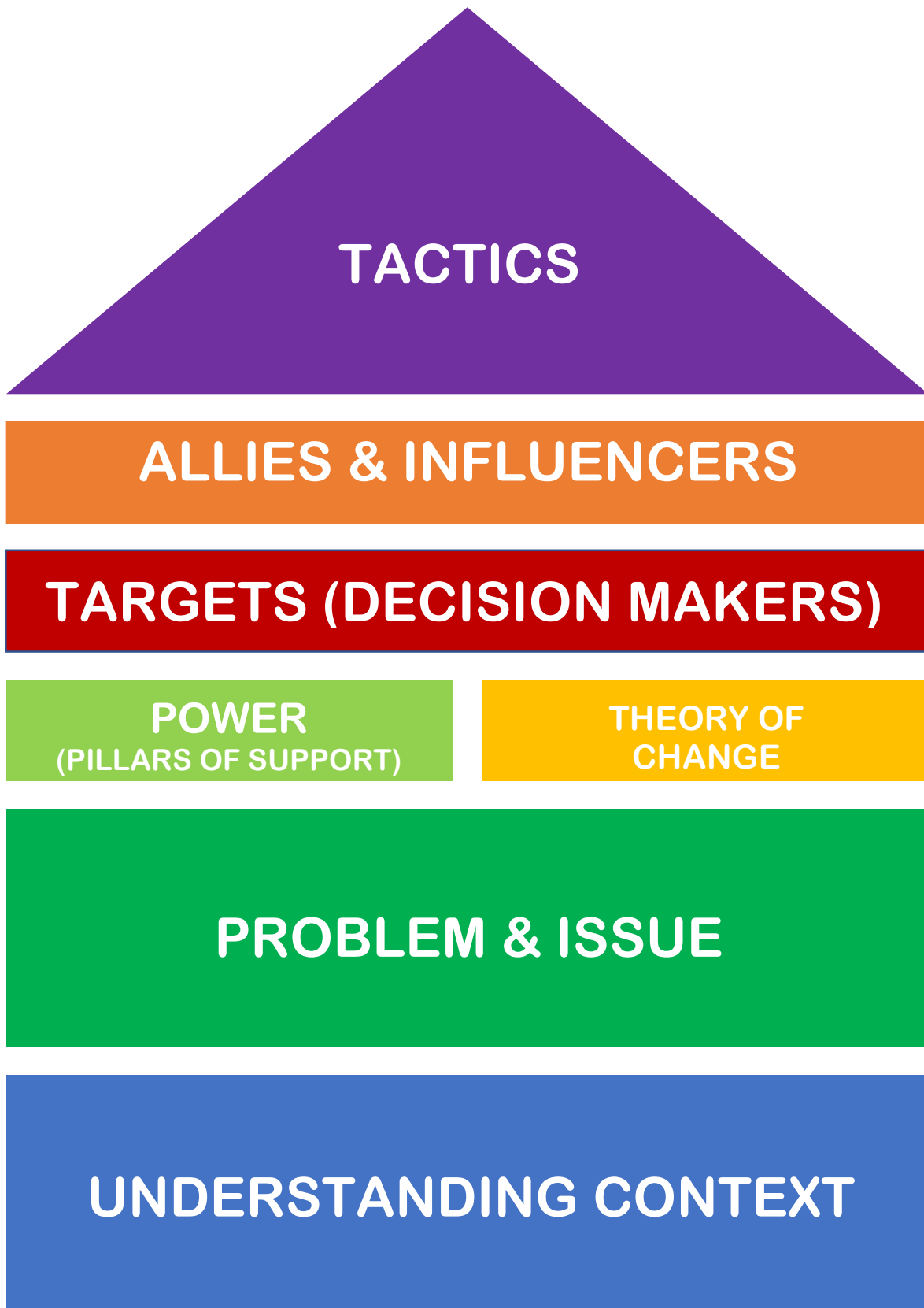


Building a campaign strategy is like building a house  
*Sequence is key*



**Source:** Adapted from a training tool developed by The Sierra Club. Thanks Dave Muhly!