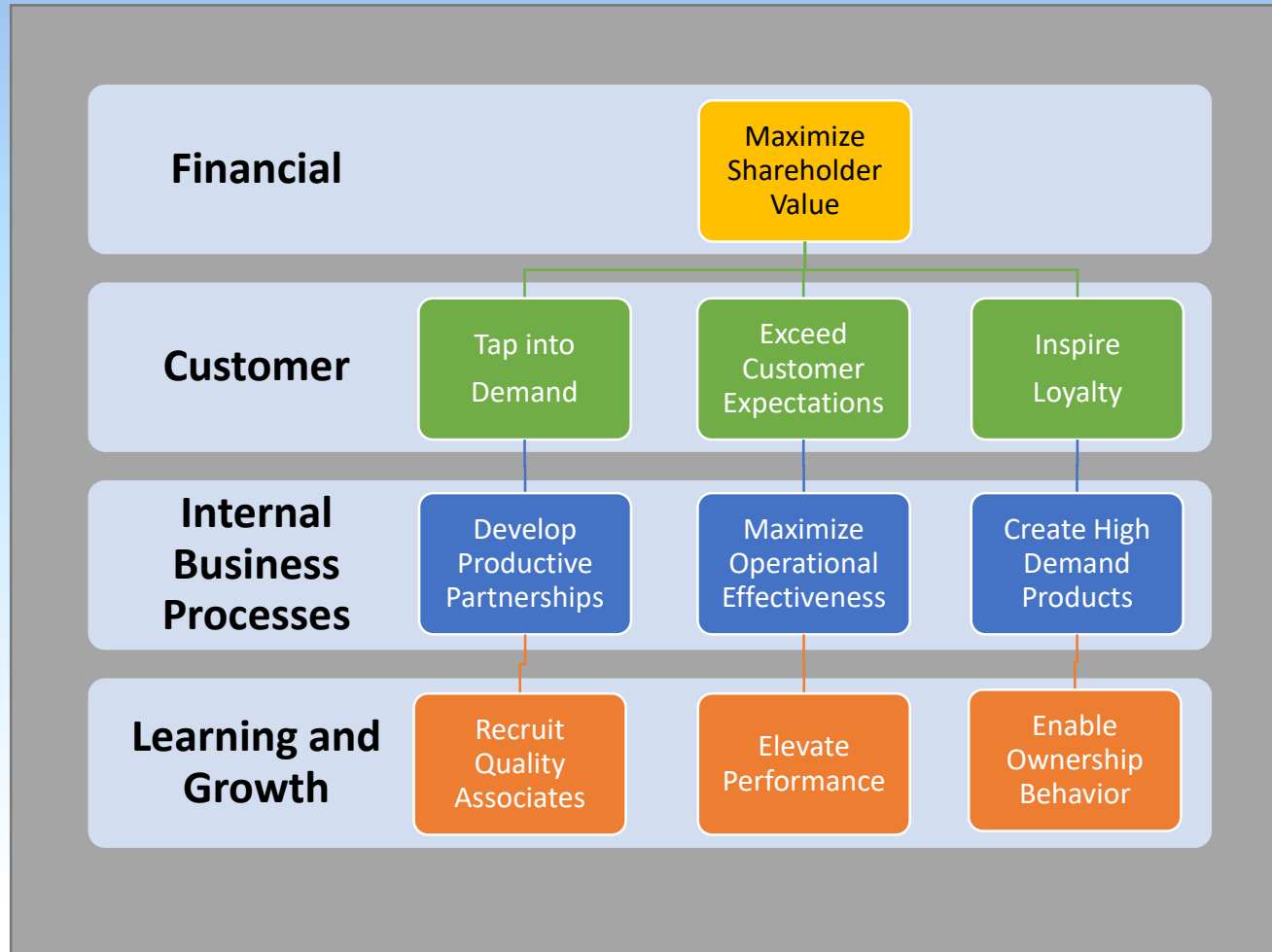


START CREATING MEANINGFUL CONNECTIONS WITH YOUR CONSTITUENTS



Keys are to Understand:

1. ORGANIZATIONAL needs hierarchy
2. INDIVIDUAL motivations