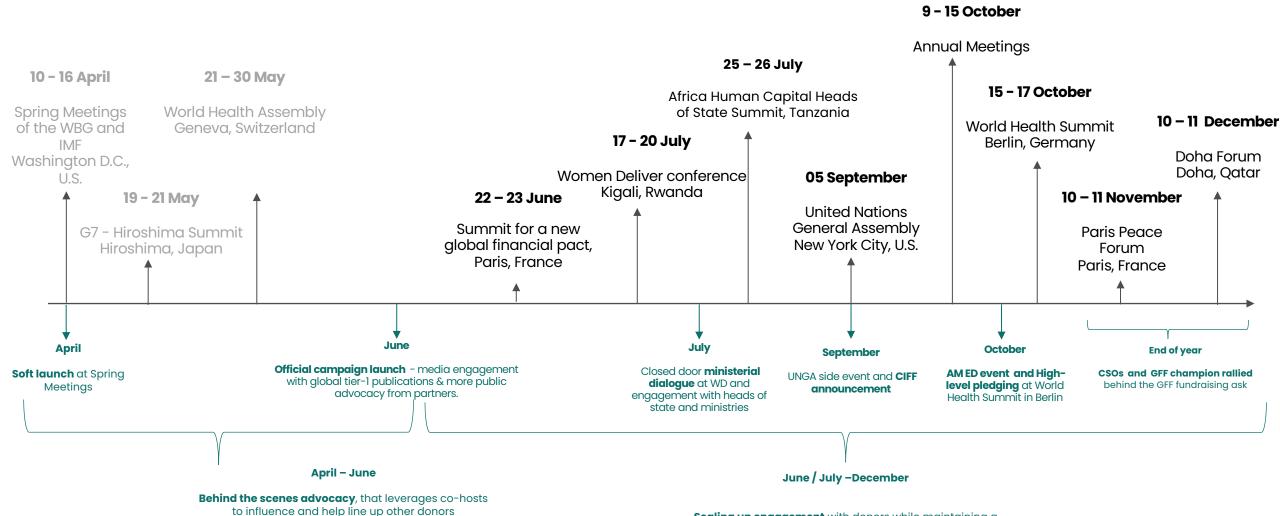
Two-phased campaign approach



Scaling up engagement with donors while maintaining a flexible approach to their contributions