

**Fundraisingkonferenzen 2023**

# **WHO STOLE ENGAGEMENT?**

**— and how can we win it back?**

**April 2020.**

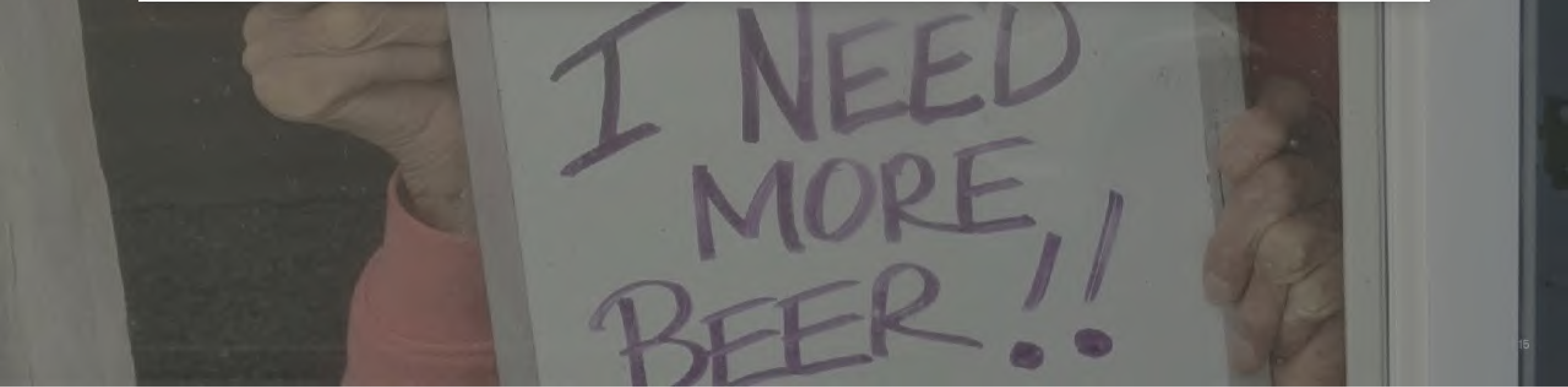


I NEED  
MORE  
BEER !!





Several people have reached out offering to get Olive some more beer.





<https://www.cbsnews.com/pittsburgh/news/woman-in-viral-need-more-beer-photo-gets-delivery-of-coors-light/>

Pa. woman who went viral for beer sign gets special delivery

4:26 48°



CBS Pittsburgh



@CoorsLight My bro  
#coulduseab |

<https://www.youtube.com/watch?v=dTh9hBbCpLE>

Must be 21+. Beer purchase req'd. Valid in select states only, offer value varies by state. 4/28-6/1/20, up to \$1,000,000 in redemptions. Rebate pay't sent via PayPal. Msg & data rates may apply. Void in AL, AR, HI, IN, KY, LA, MO, NC, TX, UT, WV & where prohibited. See Bit.ly/CLRULES for details.

**What does this have to do with *us*?**  
**It's engagement.**

***Wait... what is engagement?***



## engagement

en·gage·ment | \ in-'gāj-mənt , en-\

: something that engages — PLEDGE

: the act of engaging

: the state of being engaged

: emotional involvement or commitment

engagement

en·gage·ment | \ in-'gāj-mənt , en-\

**When someone cares so much about something  
that they do something.**

: the state of being engaged

: emotional involvement or commitment

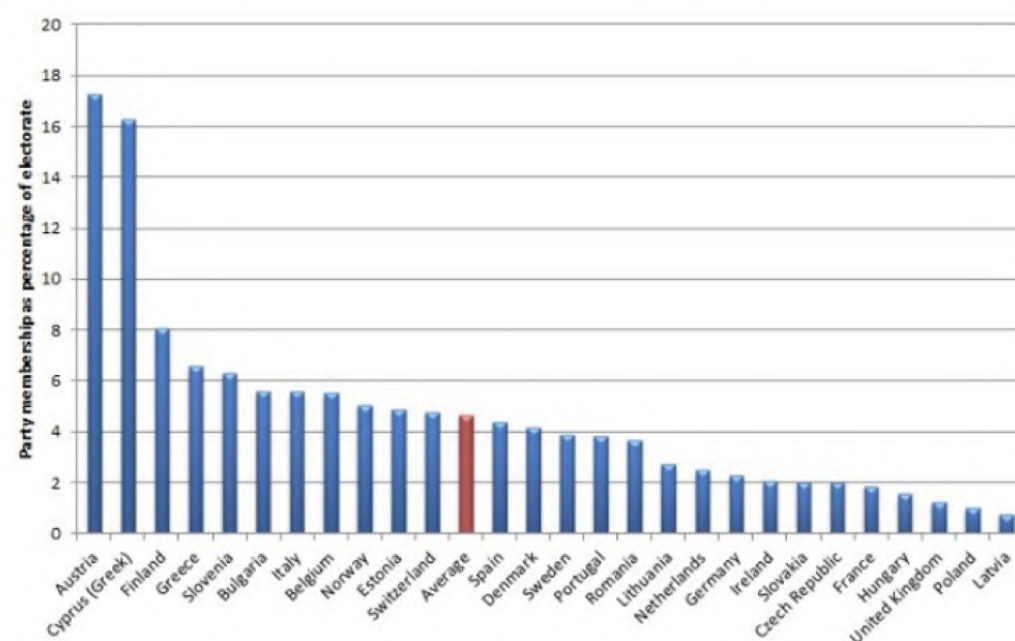
**So *what's* the difference?**  
**They're better at it.**

**If *we* look at traditional forms of engagement,  
the picture isn't too rosy.**



## In Europe, party membership has halved since 1980s

Figure 1: Party membership as a percentage of national electorates



\* Van Biezen, 2012

International IDEA

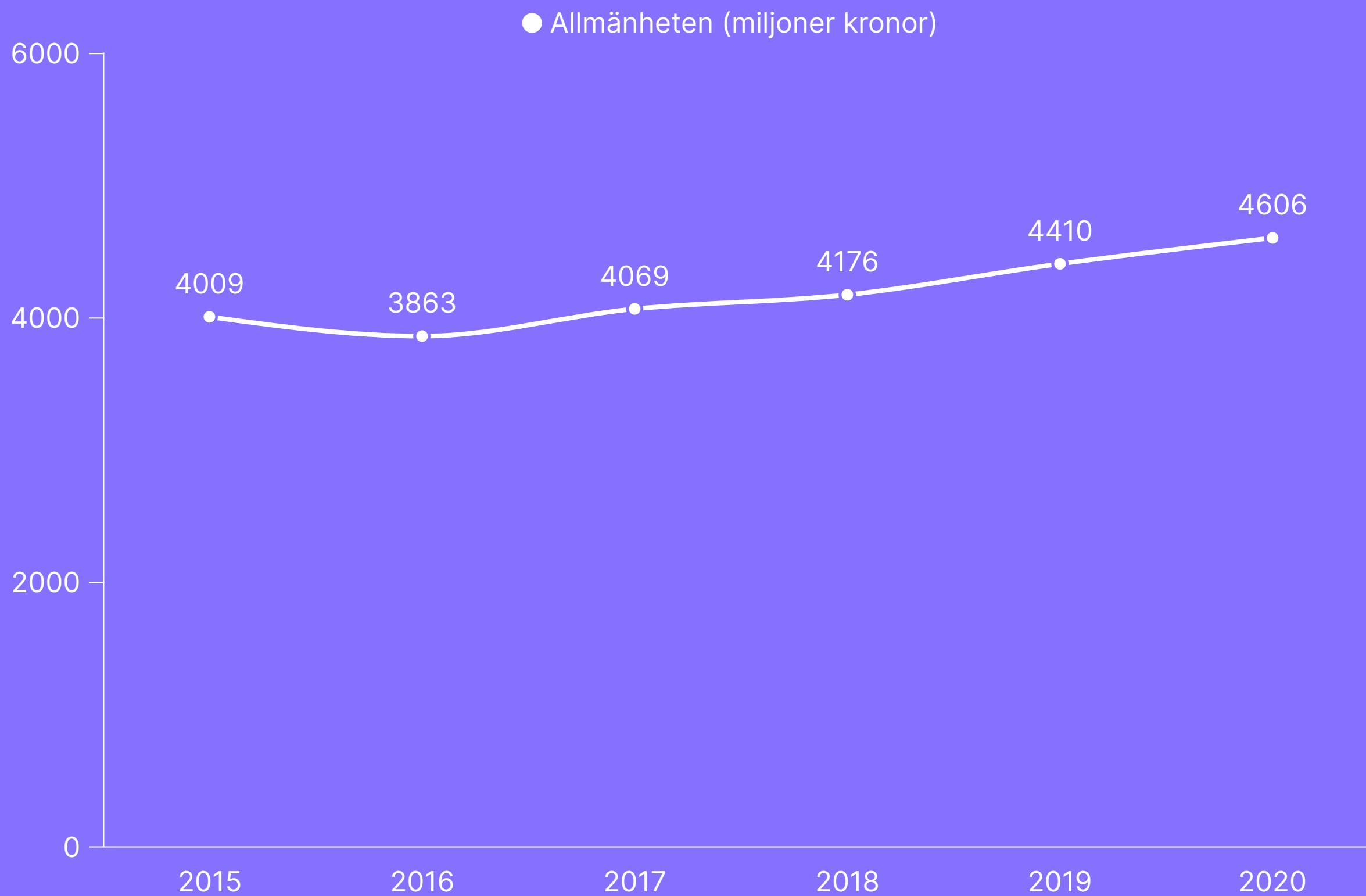
## Allt färre är medlemmar i politiska partier

Publicerad: 2018-06-04

Andelen av befolkningen som är medlem i ett politiskt parti har minskat sedan 1980-talet. Även andelen som deltar aktivt i ett politiskt partis verksamhet har minskat. Intresset för att delta i politiska diskussioner har däremot ökat, framför allt bland kvinnor.

85%  
69%

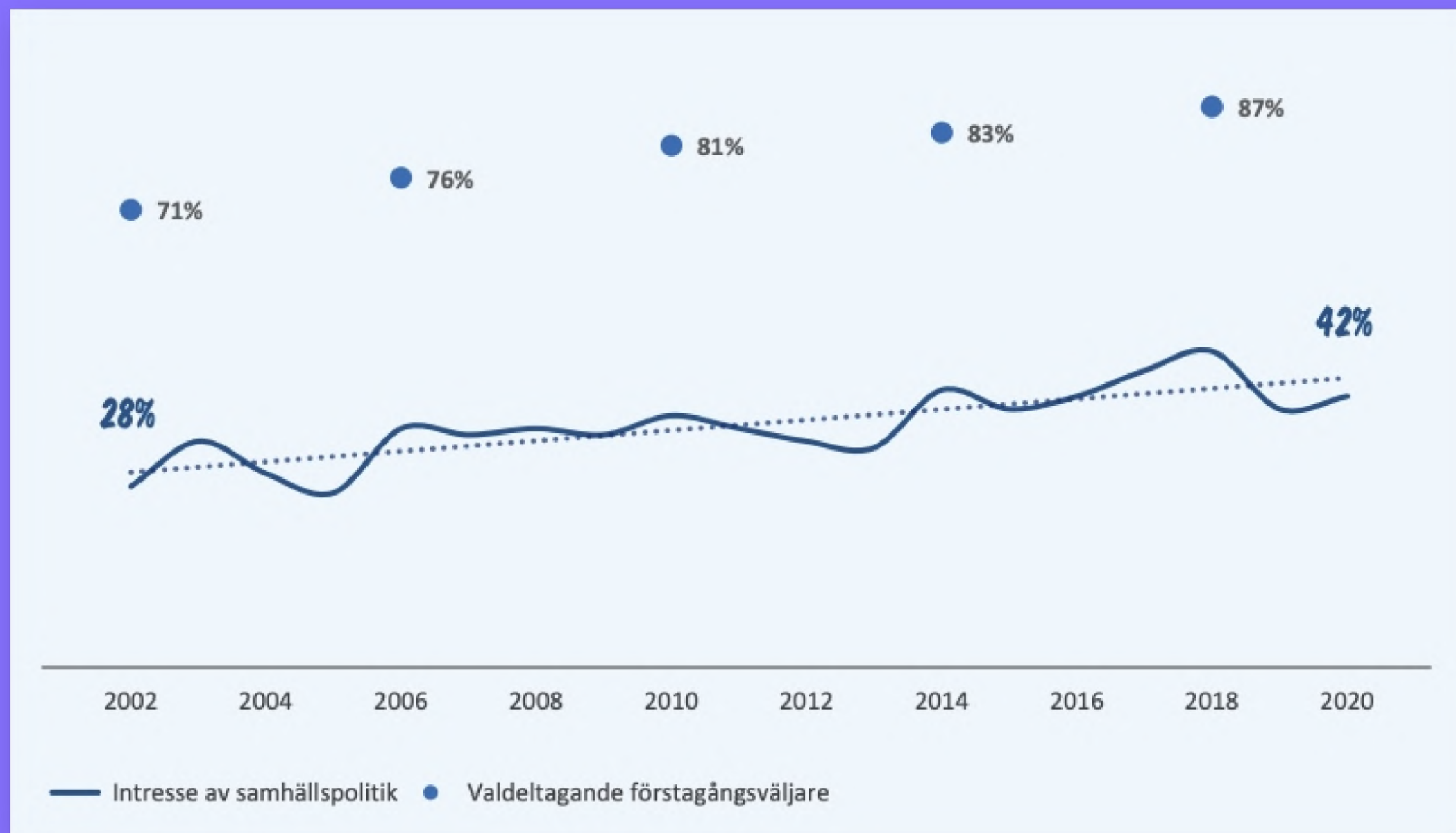
Trade union membership in Sweden.



Giva Sverige: "En svag men uppåtgående trend."

**But there's more than enough  
engagement to go around.**





## Medborgerligt engagemang i Sverige 1992–2019

Redaktörer Johan von Essen och Lars Svedberg

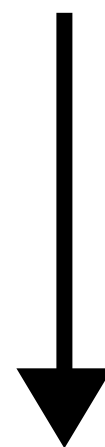
Tabell 6. Genomsnittligt antal ideellt arbetade timmar per månad, 1992–2019.  
Befolkningen och ålder

	1992	1998	2005	2009	2014	2019
16–24	9	13	21	13	14	20
25–39	12	12	10	13	14	13
40–54	14	11	19	18	12	17
55–64	12	11	11	17	14	18
65–74	20	14	12	18	19	20
75–84	-	-	14	13	18	21
Totalt	13	12	14	16	15	18

# GEN Z

**43%**

fulfilling work



**29%**

a high salary

Percentage listing each factor as "extremely important" in their expectations of a workplace. Sodexo Insights: "Guiding Gen Z from Campus to Corporate Life".



Nearly 500,000 people signed a petition to keep Great Prayer Day, and a survey commissioned by the Danish Broadcasting Corporation found that 70 percent of respondents opposed dropping the holiday.



**Engagement didn't disappear.**  
**It *was* stolen.**

7'0"

7'0"

6'6"

6'6"

6'0"

6'0"

# **WHO STOLE ENGAGEMENT?**

**— and how can we win it back?**

5'0"

5'0"

4'6"

4'6"

4'0"

4'0"

# FOUR SUSPECTS.



# FOUR SUSPECTS.





*Trump Slashes Size of Bears Ears and Grand Staircase Monuments*



President Trump announced he would reduce the size of two national monuments at the Utah State Capitol in Salt Lake City on Monday. Tom Brenner/The New York Times

**Business**

# Patagonia is suing the president



**patagonia.com**

# The President Stole Your Land

In an illegal move, the president just reduced the size of Bears Ears and Grand Staircase-Escalante National Monuments. This is the largest elimination of protected land in American history.

Take Action Now



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Take Action Now



# Take Action

**Public lands have never been more threatened than right now.**

The fate of our national monuments is in the hands of the Trump administration. Public lands—from Maine to Hawai'i—provide enormous cultural, ecological and recreational value, and they are at risk. Removing protections for these wild places to open them up for development will not make us energy independent, and history shows that when states control these lands, they are sold to the highest bidder. This is not a chance we are willing to take.

**Defend the land you have left.**

Powered by Phone2Action

## The President Stole Bears Ears National Monument

In an illegal move, the president just reduced the size of Bears Ears and Grand Staircase-Escalante National Monuments. This is the largest elimination of protected land in American history.

Tell the Administration that they don't have the authority to take these lands away from you.



TWEET

Email (jsmith@email.com)\*

Mobile Phone\*

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TWEET

**A whole heap of engaged supporters.**

patagonia Patagonia Action Works Sign Up About Campaigns

# Patagonia Action Works

For almost 40 years, Patagonia has supported grassroots activists working to find solutions to the environmental crisis. But in this time of unprecedented threats, it's often hard to know the best way to get involved. That's why we're connecting individuals with our grantees, to take action on the most pressing issues facing the world today.

## Stay Connected

Sign up for Patagonia Action Works emails to learn about environmental action opportunities in your area.

Email

Sign up for patagonia.com product emails



Find out about **events** happening in your area



Sign **petitions** supporting issues you care about



Have a skill that an organization is looking for? Find out how to **volunteer** your time

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Email  [Sign Up](#)

Sign up for patagonia.com product emails

Patagonia Action Works

## You can help create the world's largest marine protected area.

The Pacific Remote Islands is one of the last wild, healthy marine ecosystems on the planet—and it's in danger. The resilient coral reefs, sharks, turtles, seabirds and deep-sea species are facing growing threats from deep-sea mining and the climate crisis.

**The first step in this process requires your input.**

Submit a public comment by June 2 and help protect the Pacific Remote Islands.

[Take Action](#)

## Meet Your Match

**There is a grassroots environmental group looking for your talent.**

Are you good with words? Or are numbers more your jam? Is illustration your passion? Whatever your particular brand of genius, **Patagonia** Action Works makes it easy to connect with and provide real value to grassroots organizations.

[Get Involved](#)



**Sovereign Iñupiat for a Living Arctic**

SILA's mission is to create space for healthy communities—spiritually, mentally and physically—and foster the connection between people, culture and land.

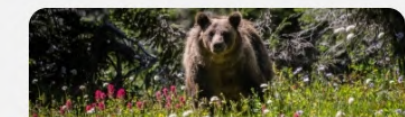
[View More & Support](#)



**Alaska Wilderness League**

AWL works to preserve Alaska's wild lands and waters by engaging citizens and decision makers with a courageous, constant, victorious voice for Alaska.

[View More & Support](#)



**Trustees for Alaska**

Trustees for Alaska protects Alaska's lands, waters, animals, and communities impacted by government decisions, oil and mineral extraction, and the climate crisis by providing legal and



**Earthjustice**

Earthjustice was created to fight—and win—for our planet in court. They wield the power of law and the strength of partnership to protect people's health, preserve magnificent places

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**A campaign is a campaign is a campaign is a movement  
(is a powerful base for action).**

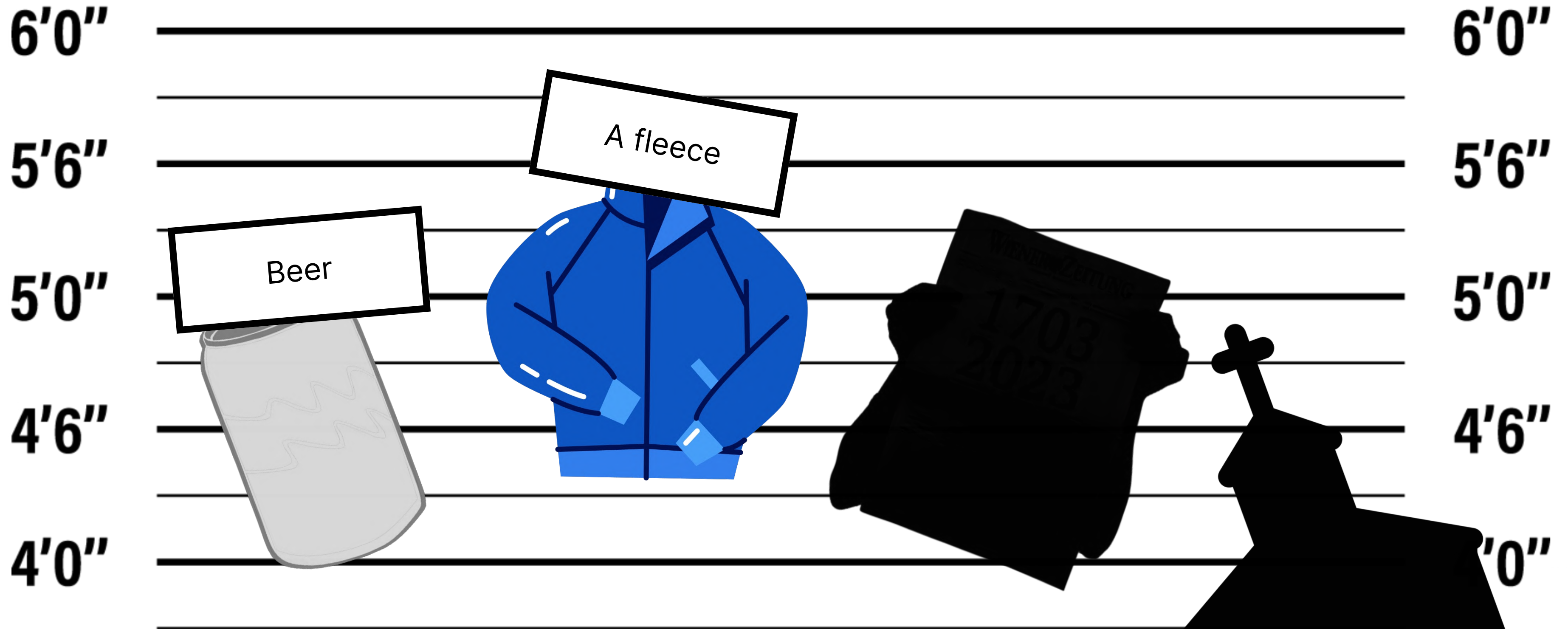




**Patagonia: Billionaire boss gives fashion firm away to fight climate change**

**If you have a plan.  
And you follow it *where* it leads.**

# WHO STOLE ENGAGEMENT?



# The New York Times



JEAN & DELUCA

ADDRESS SERVICE

**Truth.**

**The truth is hard to know.  
The truth is hard to find.  
The truth is hard to hear.  
The truth is hard to believe.  
The truth is hard to accept.  
The truth is hard to deny.  
The truth is more important now than ever.**

*The New York Times*



Give the gift they'll open every day.  
Subscriptions to The New York Times.

Give this article 10/10

You have 10 gift articles left this month. Anyone can read them. [Learn more.](#)

- Copy Link
- Email
- Facebook
- Twitter
- Telegram
- WhatsApp
- Reddit

**Cooking**

All Notes (149) Most Helpful (55) Private (0)

**Mk**  
4 years ago

Excellent recipe. The true taste comes through. I can also recommend instead of cheese cloth to tie up the spices /since I halve the recipe/ I use a coffee filter that goes into a regular coffee pot to enclose the spices and tie up with string. Then I can pull it out and discard.

[Is this helpful?](#) 186

The New York Times **Events**

# How to Talk About Politics Over Dinner

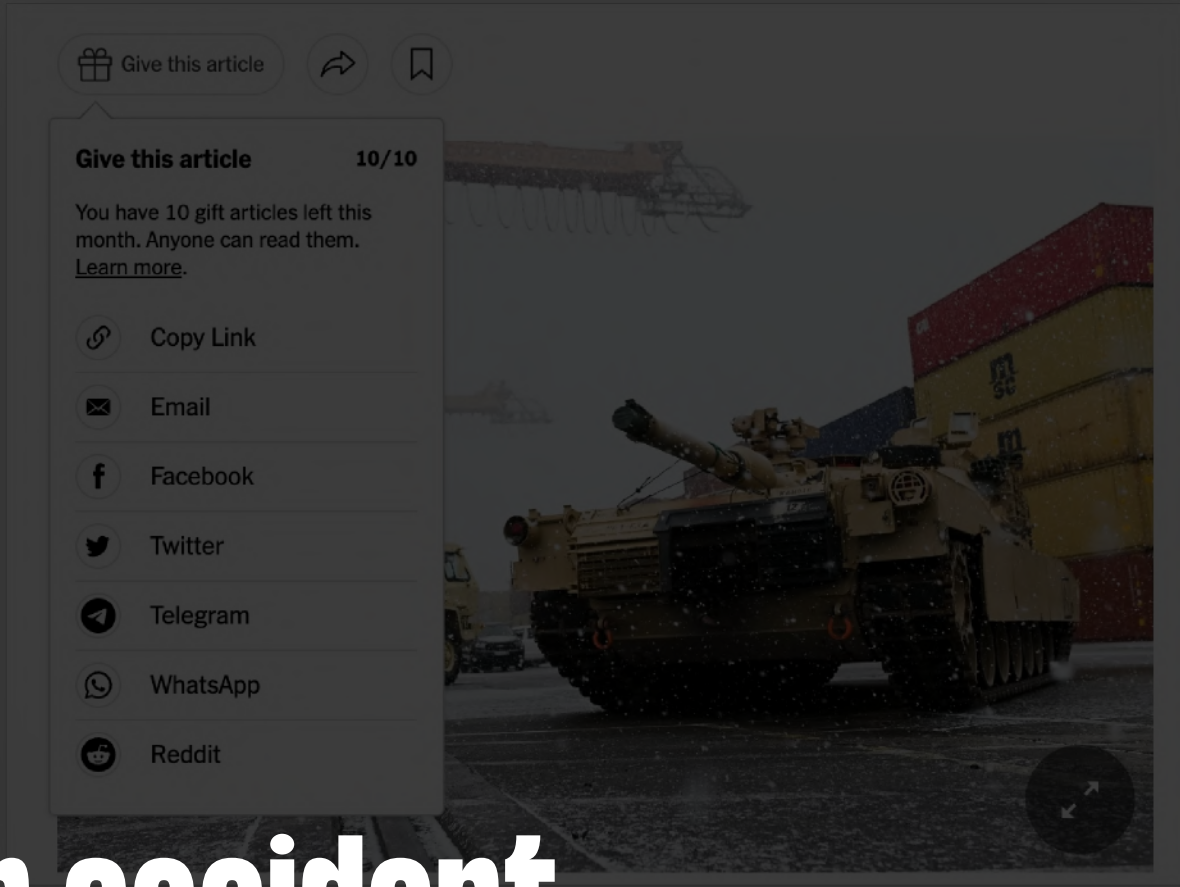
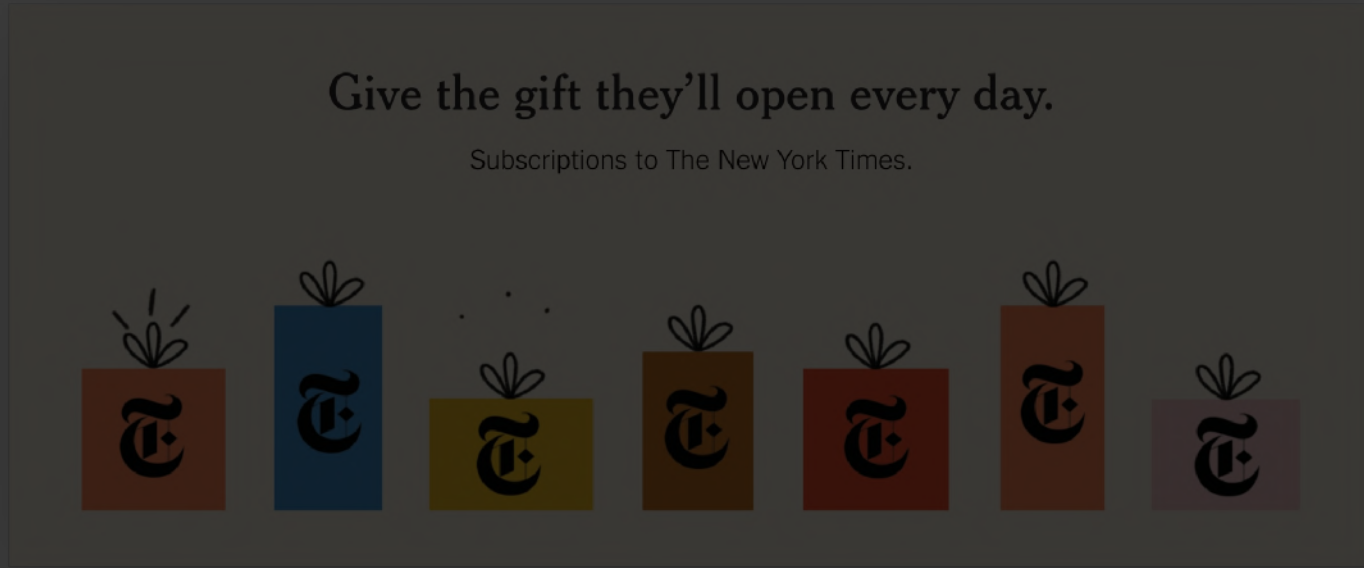
LETTER 307

## *We Want to Hear From Australia Letter Readers*

What should we be covering? Are there stories that the rest of the world should know about? Let us know.

We try to write for you all. (We use American English. Sorry about that.) And you usually let us know what you think we've gotten right or where you disagree, often with characteristic Antipodean candor. We read every one of those emails.

Damien Cave, our bureau chief since 2017, is based in Sydney. This newsletter is now primarily written by me — Natasha Frost, in Melbourne — and Yan Zhuang, a reporter in Sydney. Between us, we make up the bureau. Every now and again, you can expect great quotes from other Times contributors from across the region



This isn't an accident.  
This is a strategy.

The New York Times **Events**

# How to Talk About Politics Over Dinner

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## 4. Our readers must become a bigger community

Perhaps nothing builds reader loyalty as much as engagement — the feeling of being part of a community. And the readers of The New York Times are very much a community. They want to talk with each other and learn from each other, not only about food, books, travel, technology and crossword puzzles but about

We have developed one of [the most civil and successful comment sections](#) in the news business, but we still don't do nearly enough to allow our readers to have these interactions.

Our richest community engagement right now is mainly in nooks and crannies of the site: the robust discussion of philosophers on Opinion's ["The Stone"](#) series; the crossword fanatics on the [Wordplay](#) column; the stories of [cancer survivors](#) on Well; or the helpful notes on Cooking's best recipe for [chocolate chip cookies](#).

We know from research and anecdotes that readers value the limited opportunities we provide to engage in discussion. "I have a friend who emails me every time The Times approves one of her comments. It's an accomplishment for her, akin to getting a letter to the editor published," wrote the author of a recent Columbia Journalism Review [story on commenting](#).

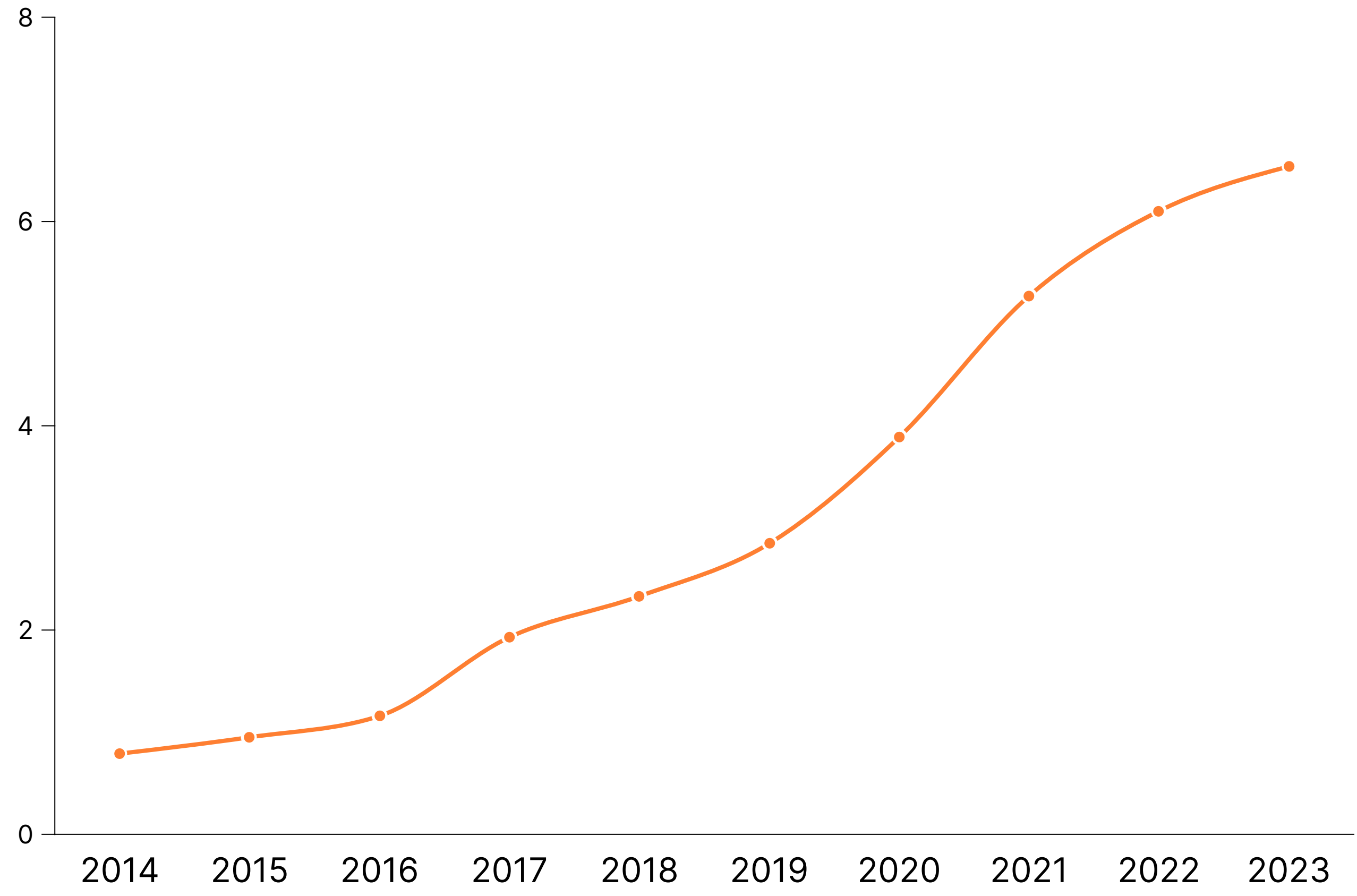
Asking readers to invest their time on our platform creates a natural cycle of loyalty. Network effects are the growth engine of every successful startup,



The Times received nearly 6,000 responses from a call-out asking women from Saudi Arabia about their lives, frustrations and ambitions.



# ● Digital subscribers (million)



## 4. Our readers must become a bigger part of our report.

### Som medlem af Zetland får du:

#### Tid og rum til fordybelse, refleksion og nysgerrige samtaler



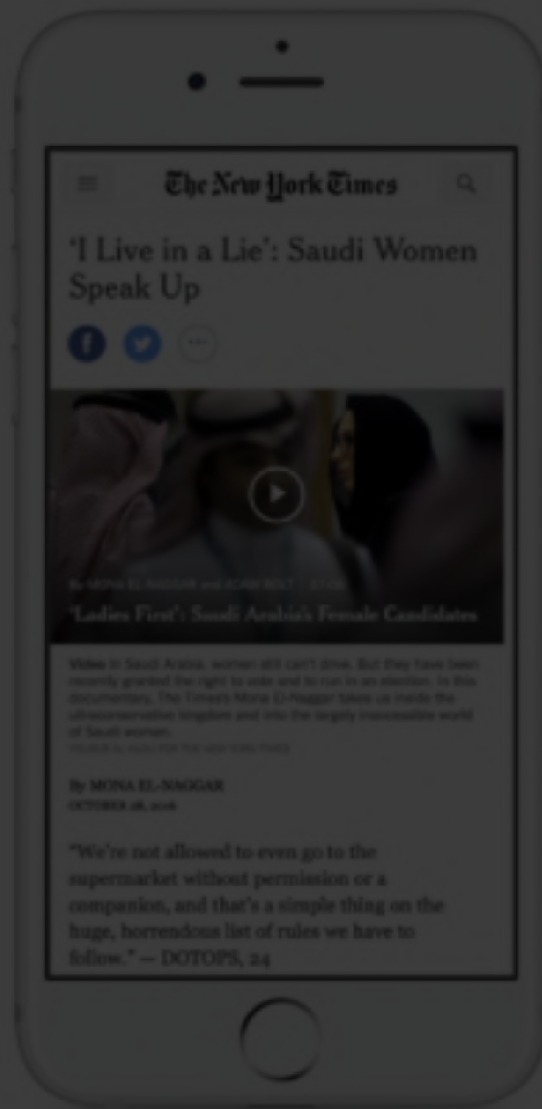
Ingen forstyrrende reklamer og blinkende annoncer



Fortsæt, hvor artiklen slap i vores bidragsspor, hvor du kan snakke direkte med journalisten, med-medlemmer og ofte også kilder



Kom med til samtaler og events om vores journalistik, og hvordan vi sammen skaber en bedre offentlig samtale



The Times received nearly 6,000 responses from a call-out asking women from Saudi Arabia about their lives, frustrations and ambitions.

Asking readers to invest their time on our platform creates a natural cycle of loyalty. Network effects are the growth engine of every successful startup,

# WHO STOLE ENGAGEMENT?

6'0"

6'0"

5'6"

5'6"

5'0"

5'0"

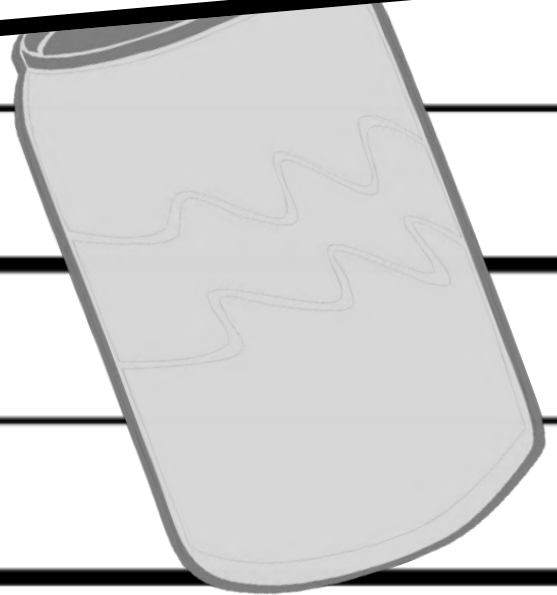
4'6"

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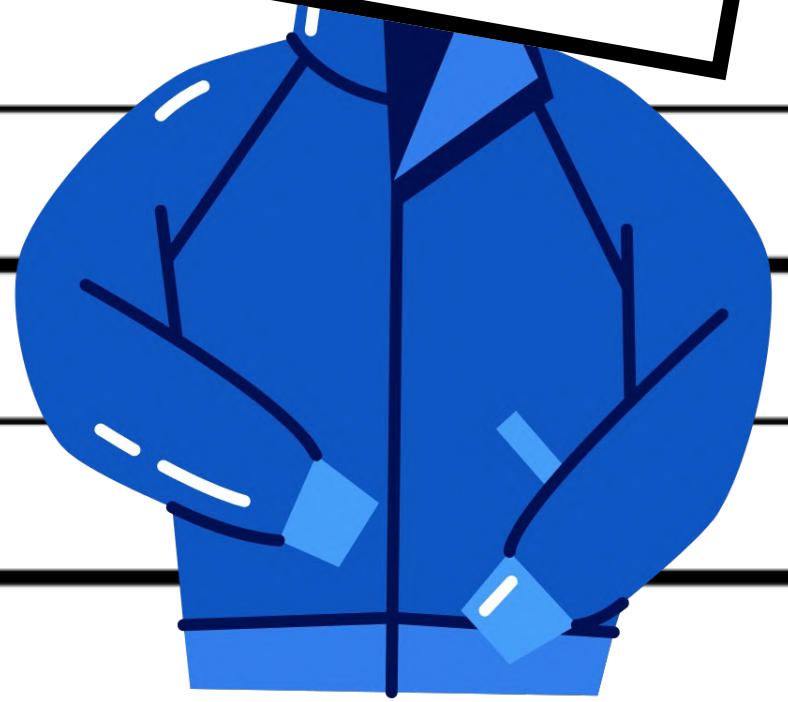
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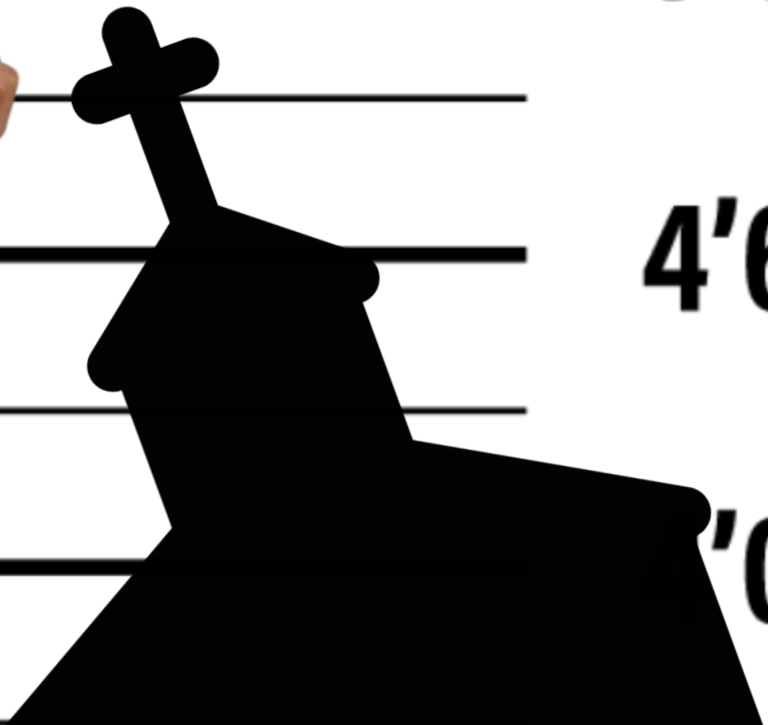
Beer



A fleece



... a newspaper (WTF?)



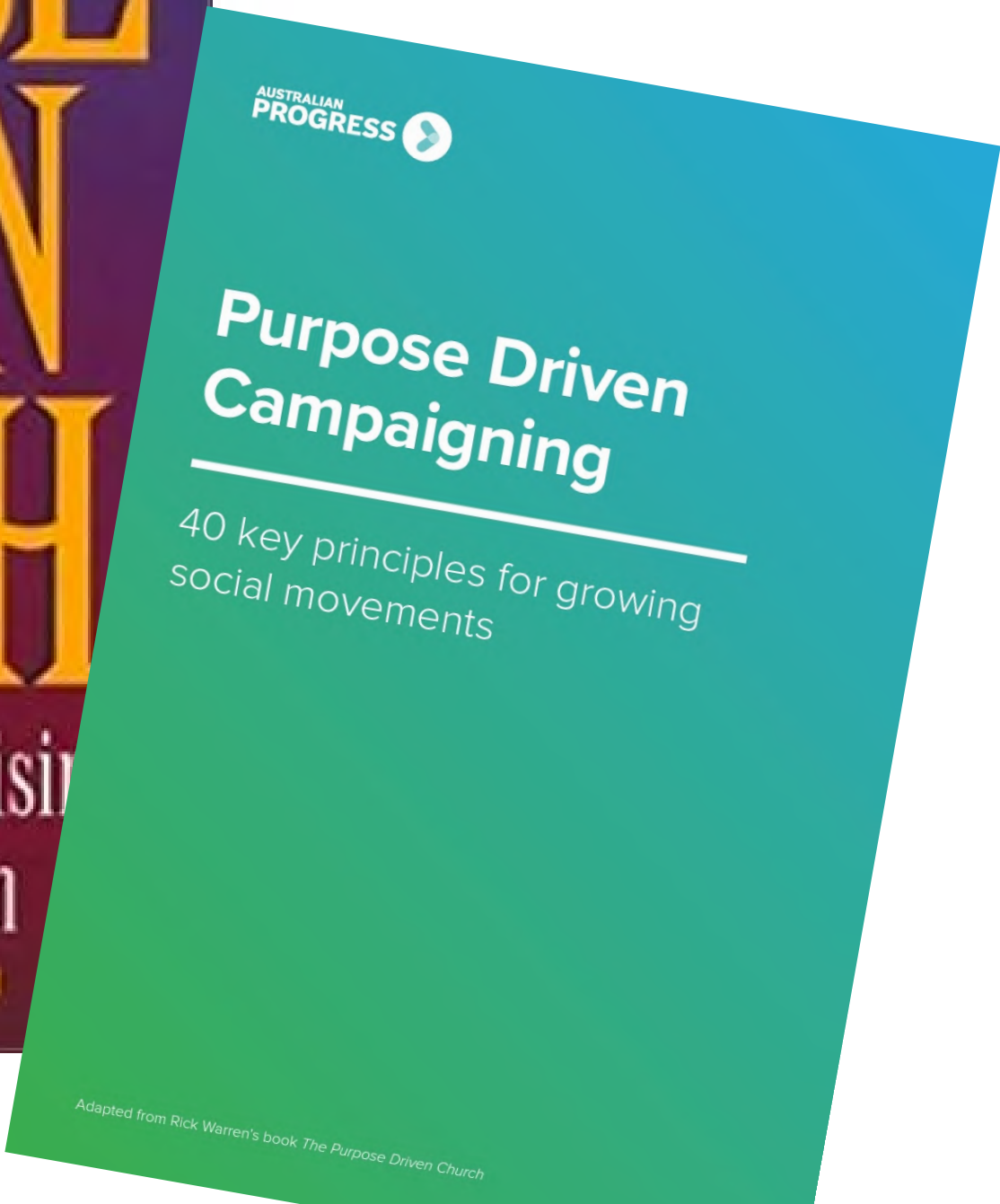
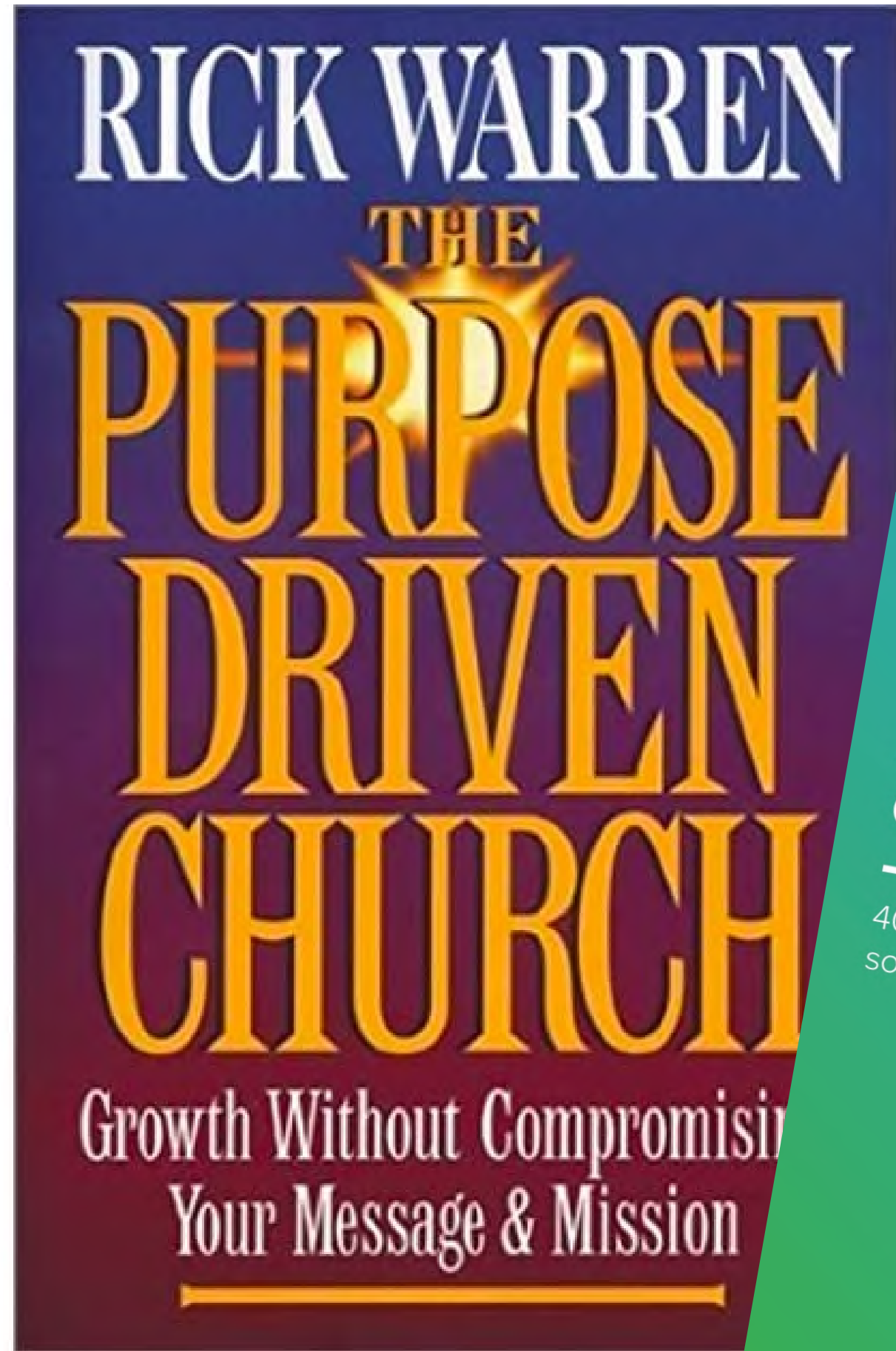




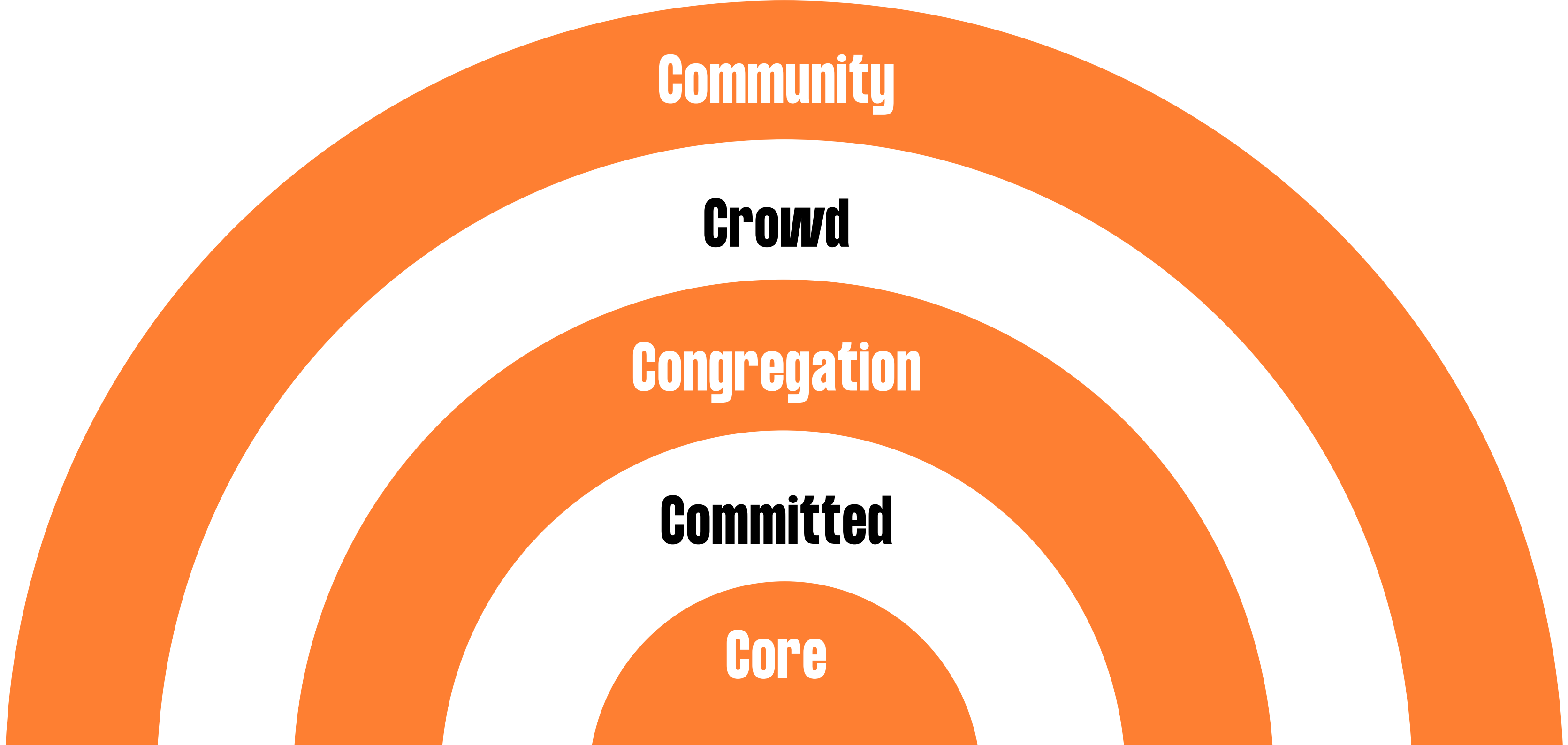




**About 80 moves later..**







**Do I fit in?**  
**Will I make new friends?**  
**Am I needed?**

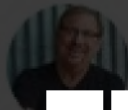


**Rick Warren** ✓  
@RickWarren



The Supreme Court has overturned ROE v WADE ending the federal support of abortion! Millions of unborn Americans say thank you!

[supremecourt.gov/opinions/21pdf...](https://supremecourt.gov/opinions/21pdf...)



Rick Warren  
@RickWarren

**This wasn't an accident.  
This was a strategy.**

The Supreme Court has effectively ended the federal support of abortion! Millions of unborn lives are at stake! [supremecourt.gov/opinions/21pdf/...](https://www.supremecourt.gov/opinions/21pdf/...)



**LIFE GOALS:**  
 OVERTURN ROE V WADE  
 Pass a pro-life resolution on campus  
 Change 50% of the faculty  
 Become a pro-life campus

**ASH HEAP**  
of history where  
you belong  
**ROE V WADE**  
www.livestore.org

STUDENTS FOR LIFE  
**THE FUTURE IS ANTI-ABORTION**  
TEXT LIFE TO 53445

STUDENTS FOR LIFE.ORG  
**THE FUTURE IS ANTI-ABORTION**

I AM PRO-LIFE GENERATION



**"Commitment to an issue is often a *consequence* rather than a *cause* of activism."**

LIFE GOALS:  
OVERTURN ROE V WADE  
pass a pro-life resolution on campus  
change 50  
m.  
ship

SHARP  
of history where  
you belong

ROE  
WADE

STUDENTS FOR LIFE.ORG  
THE FUTURE IS  
ANTI-

# WHO STOLE ENGAGEMENT?

6'0"

6'0"

5'6"

5'6"

5'0"

5'0"

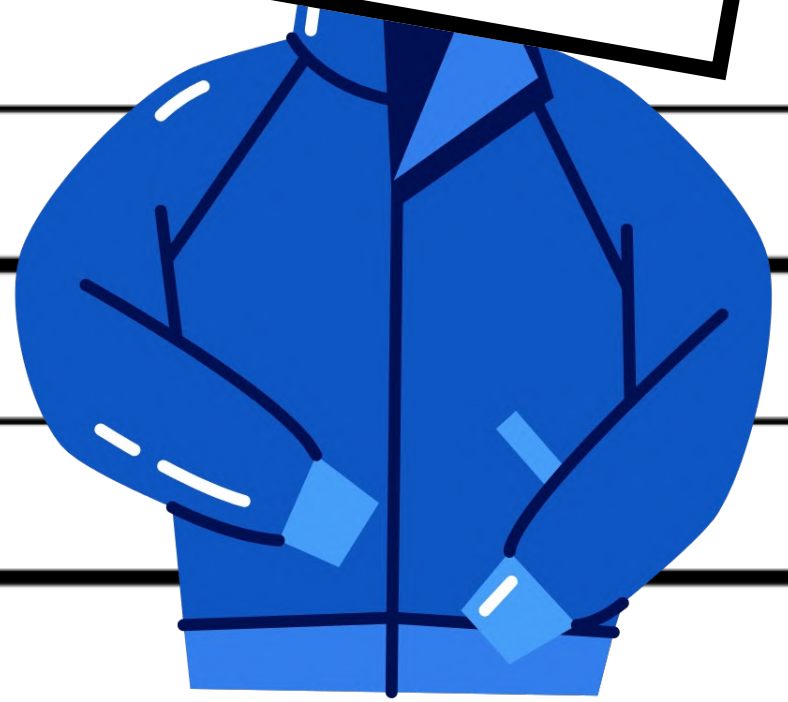
4'6"

4'0"

Beer



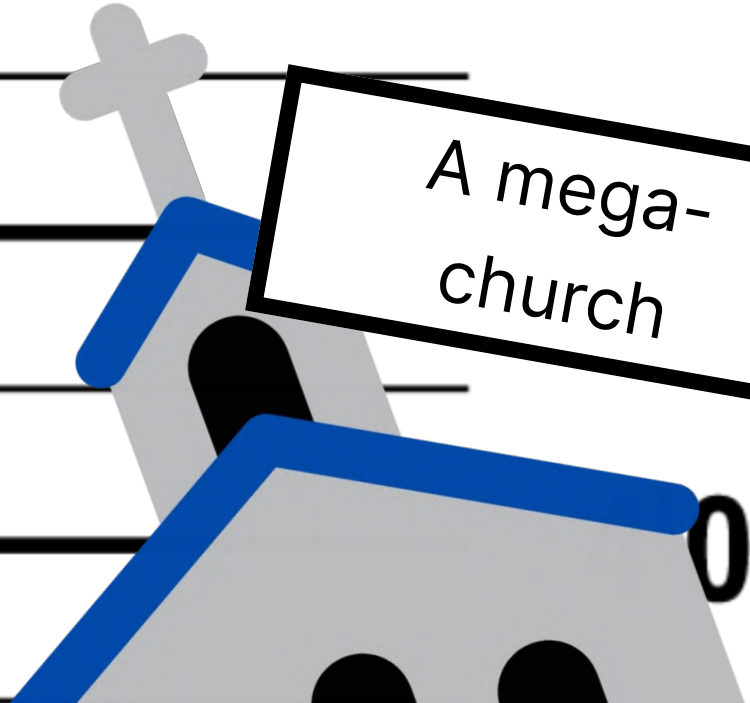
A fleece



... a newspaper (WTF?)



A mega-church



7'0"

7'0"

6'6"

6'6"

6'0"

6'0"

**NOT JUST FOUR SUSPECTS.  
THOUSANDS.**

5'0"

5'0"

4'6"

4'6"

4'0"

4'0"



7'0"

7'0"

6'6"

6'6"

6'0"

6'0"

**EVERYONE IS FIGHTING  
FOR ENGAGEMENT.**

5'0"

5'0"

4'6"

4'6"

4'0"

4'0"

7'0"

6'6"

6'0"

# SWEDISH FURNITURE GIANTS.

5'0"

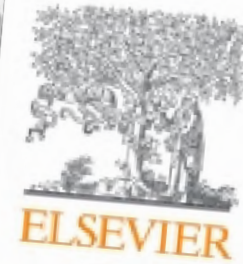
4'6"

4'0"

## AZURE

### Tom Dixon's Delaktig Collection is Inspired by Ikea Hacking

Mark Teo



Journal of Consumer Psychology  
Volume 22, Issue 3, July 2012, Pages 453-460

Research Report

### The IKEA effect: When labor leads to love

Michael I. Norton <sup>a</sup>, Daniel Mochon <sup>b</sup>, Dan Ariely <sup>c</sup>



7'0"

6'6"

6'0"

# SWEDISH DRINK GIANTS.

5'0"

4'6"

4'0"



## Replacing actual political activism shopping: The case of Oatly

Per Ledin <sup>a</sup>, <sup>b</sup>, David Machin <sup>b</sup>

Show more

+ Add to Mendeley Share Cite



**RE-THINK BREAKFAST**

Fighting climate change can be as fast as saying, "I'll have that yogurt parfait with oatgurt instead please." (3.38 seconds by our count or faster-if-you-talk-really-quickly-and-do-it-in-one-breath-like-this.) That's how long it takes to switch from dairy to plant-based for breakfast. If that sounds do-able, take the Part Time Climate Activist Pledge now and earn a free patch for doing so. If you're the non-committal type and things are moving too quick, take a moment to read more [here](#).

**BECOME A PART TIME CLIMATE WARRIOR**

**TAKE THE**

4'6"

4'0"

7'0"

6'6"

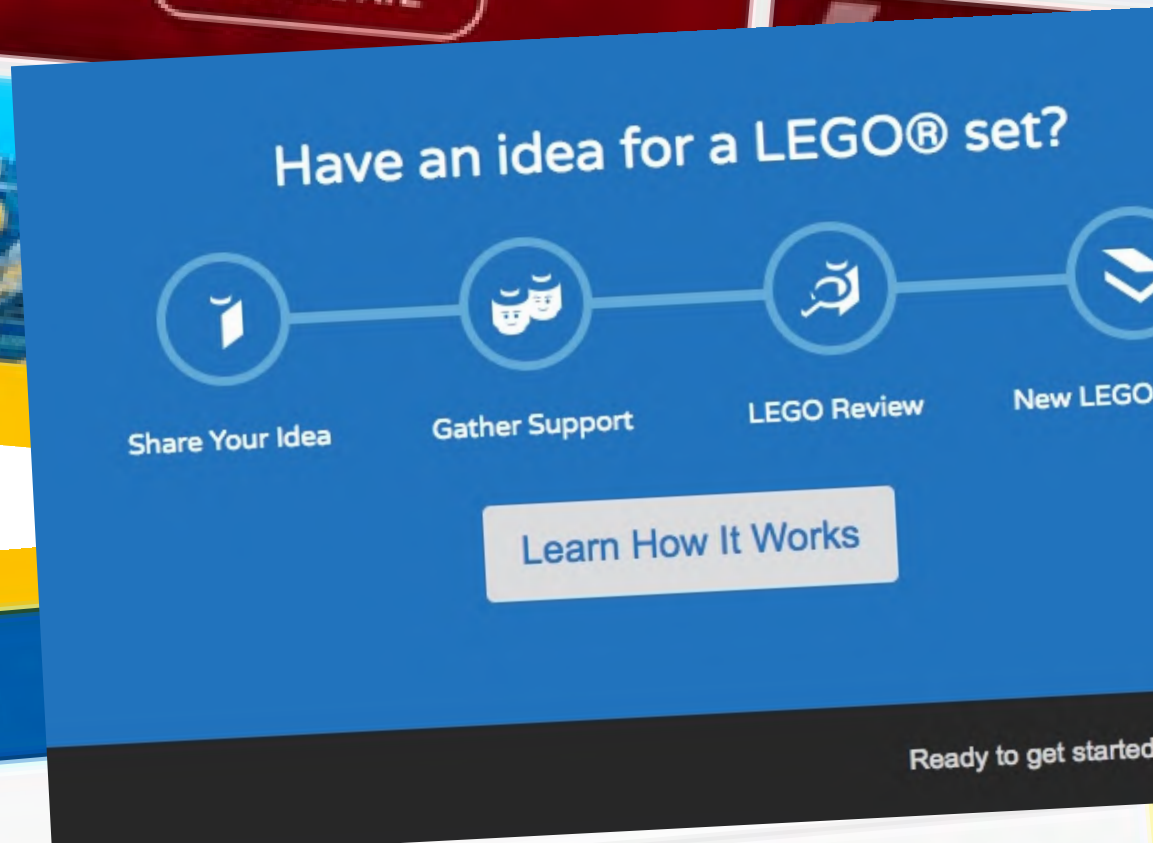
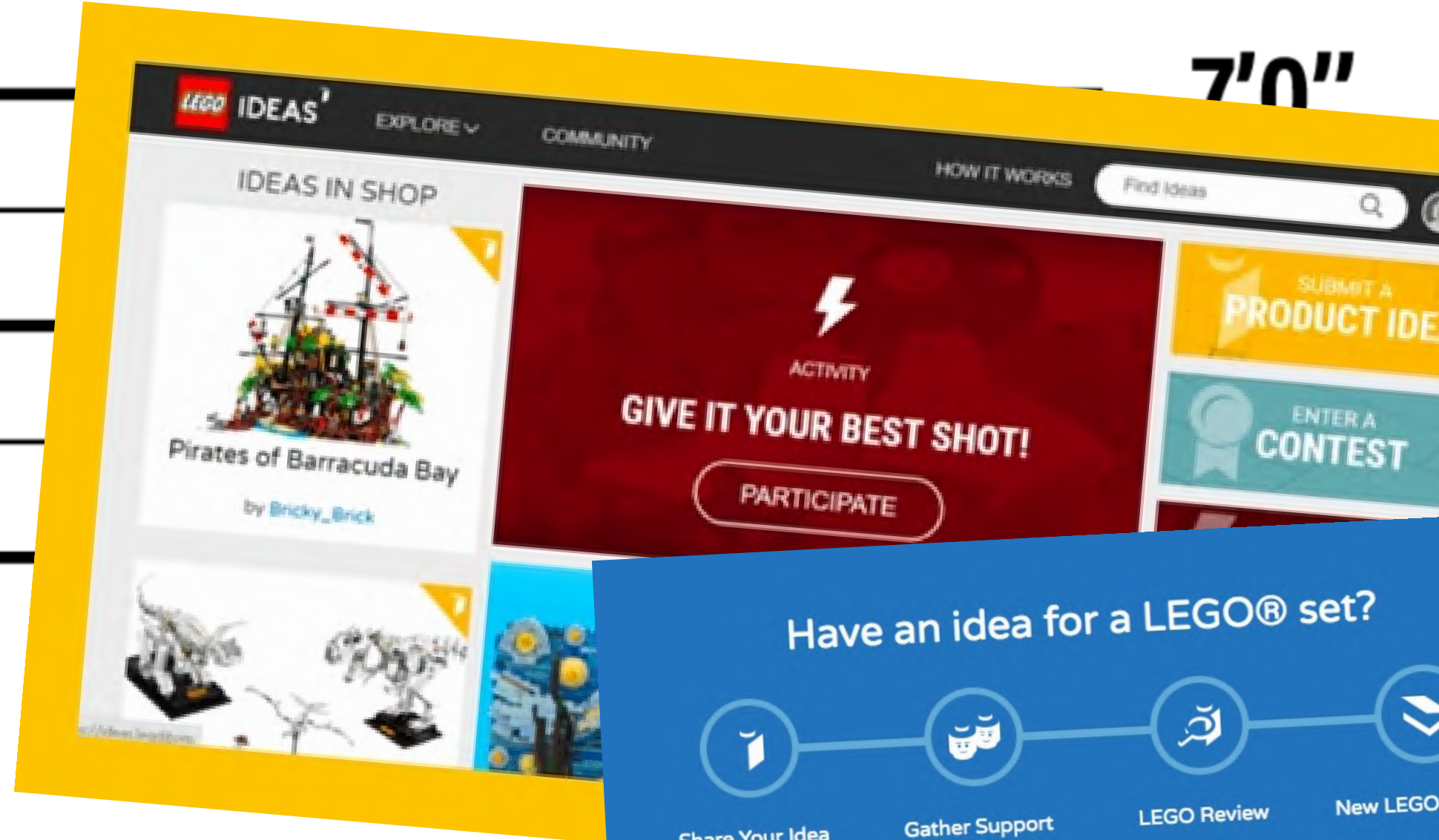
6'0"

# DANISH TOY GIANTS.

5'0"

4'6"

4'0"



## Collaborating With Customer Communities: Lessons From the Lego Group

By tapping into the knowledge and enthusiasm of thousands of long-time users of its products, Lego has been able to enhance its product offerings without increasing long-term fixed costs.

7'0"

7'0"

6'6"

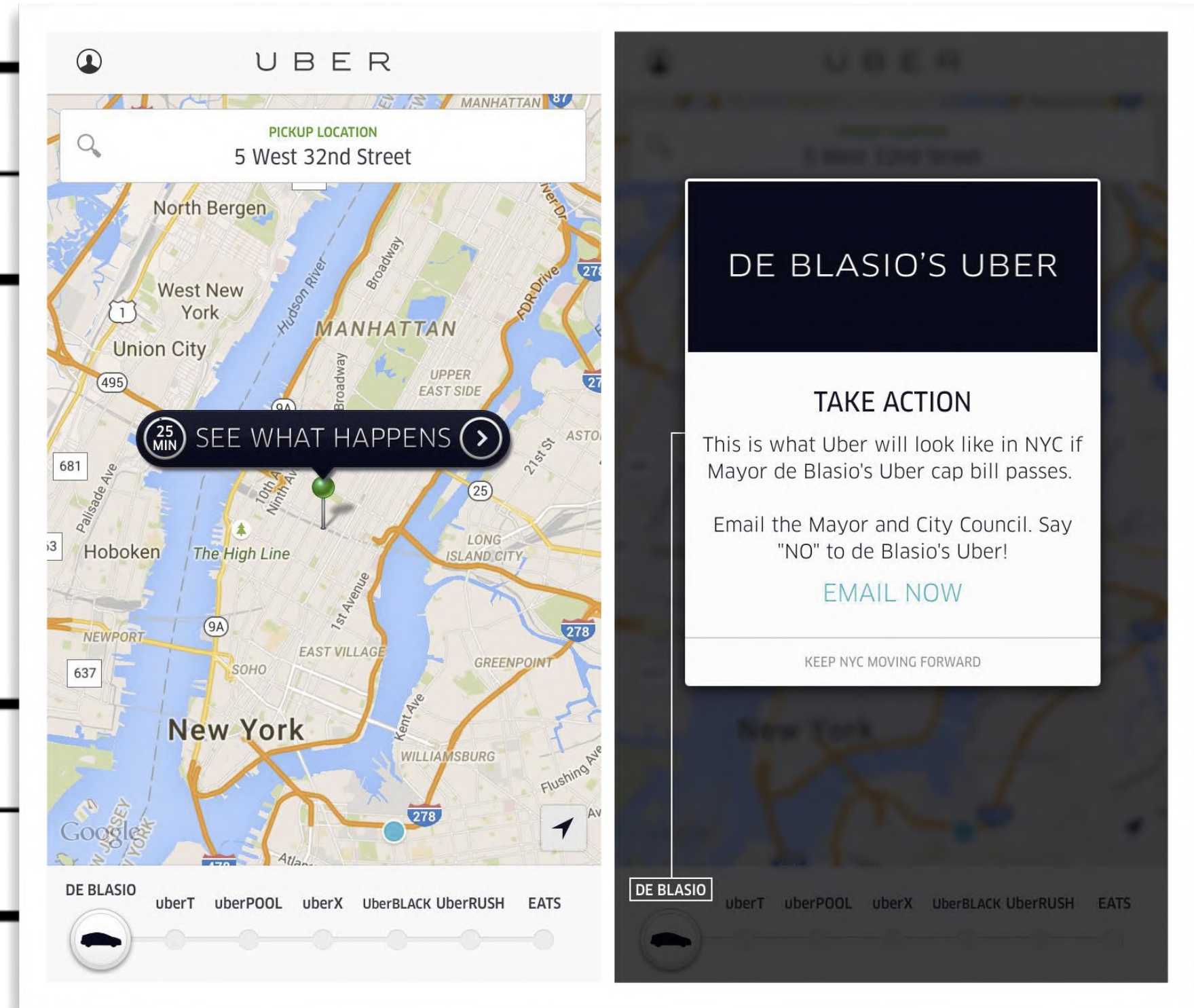
6'0"

# AMERICAN APP GIANTS.

5'0"

4'6"

4'0"



4'0"

7'0"

7'0"

6'6"

6'6"

6'0"

6'0"

**AND THEY ARE BETTER AT IT.  
THEY ARE WINNING. SO FAR.**

5'0"

5'0"

4'6"

4'6"

4'0"

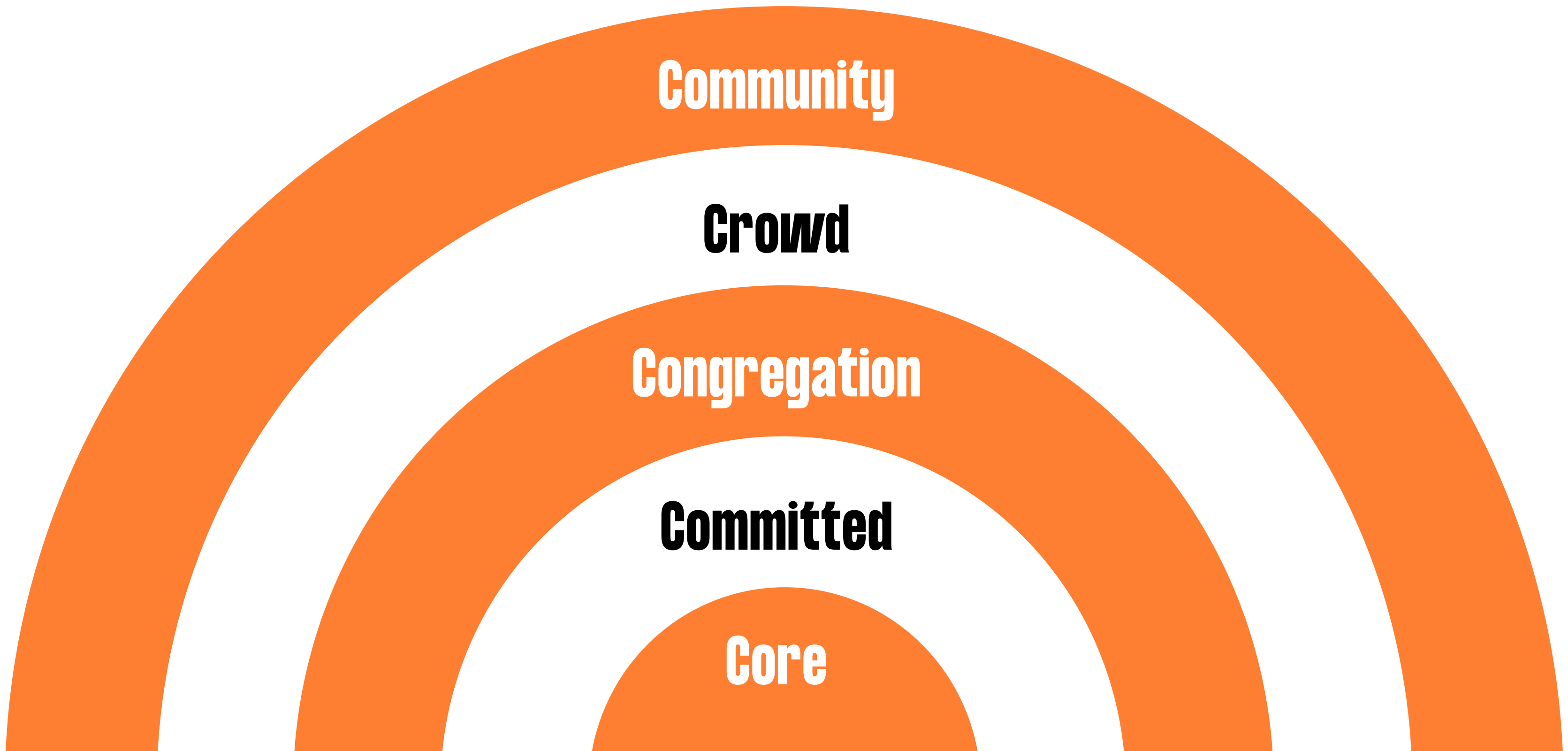
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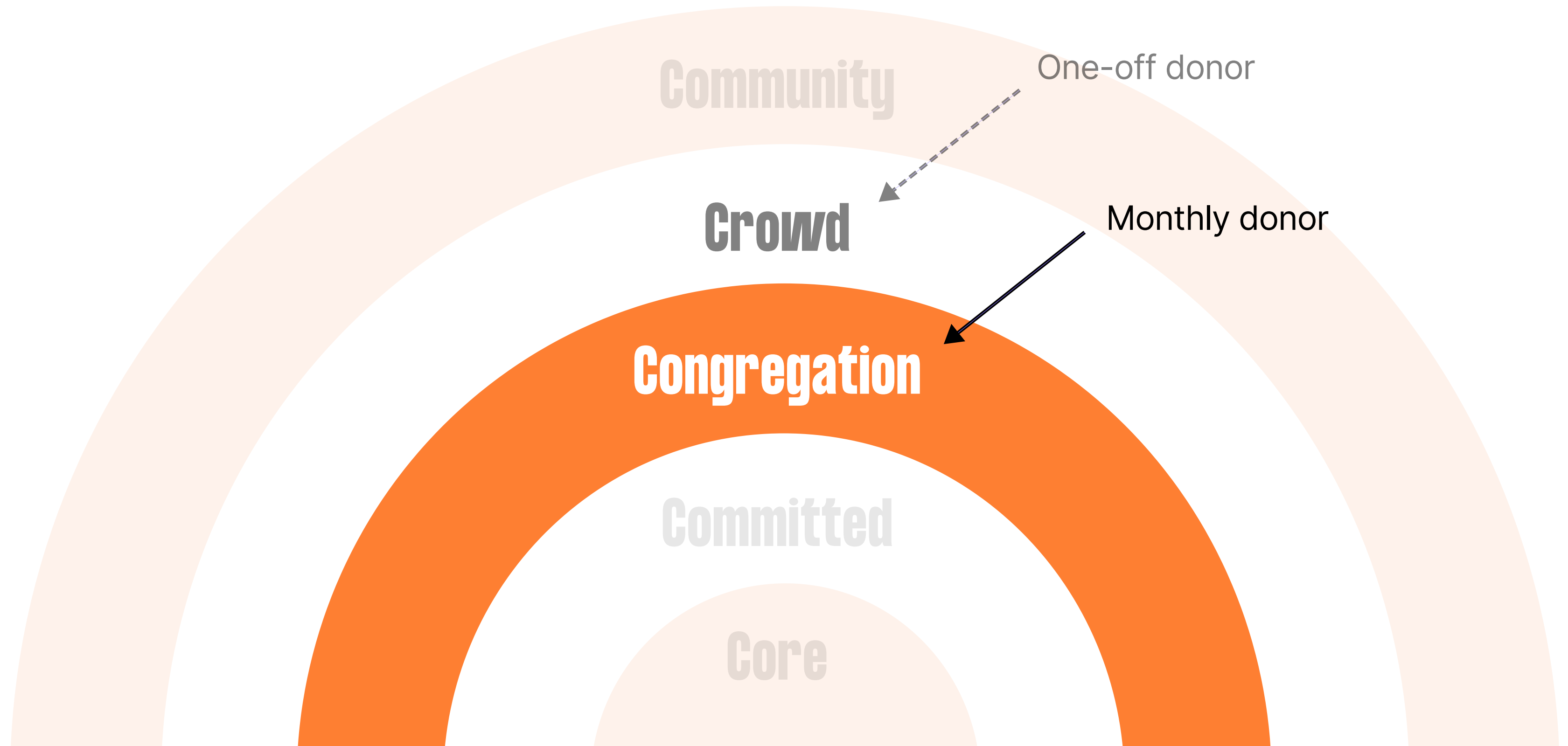
**SO HOW DO WE WIN?**  
**WE GET TO WORK.**



**ENGAGEMENT & PARTICIPATION  
HAVE TO BE OUR WORK.**



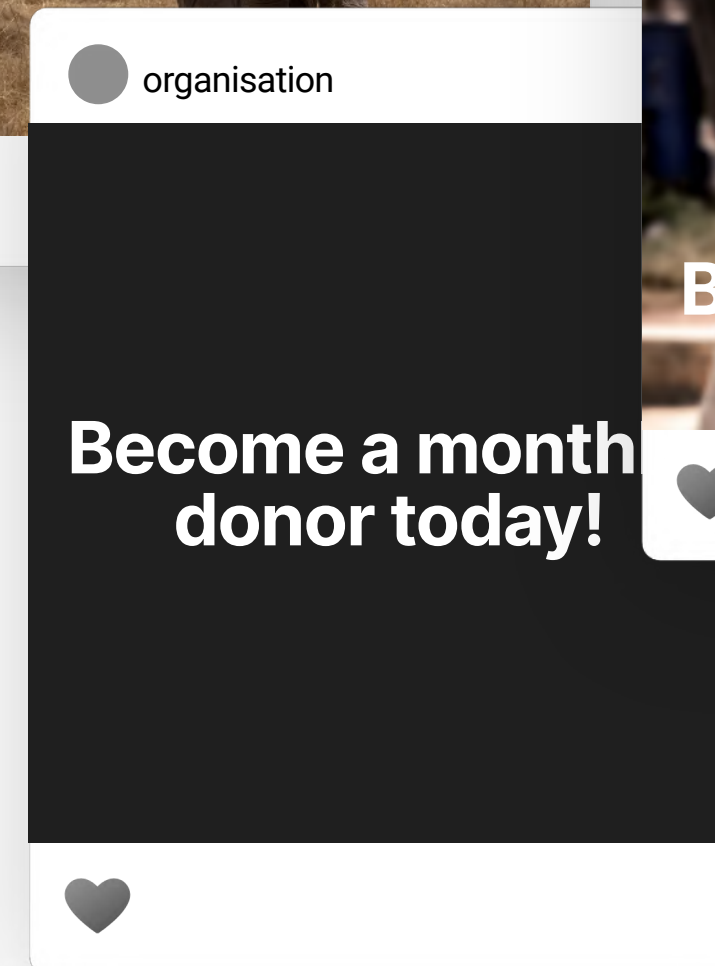
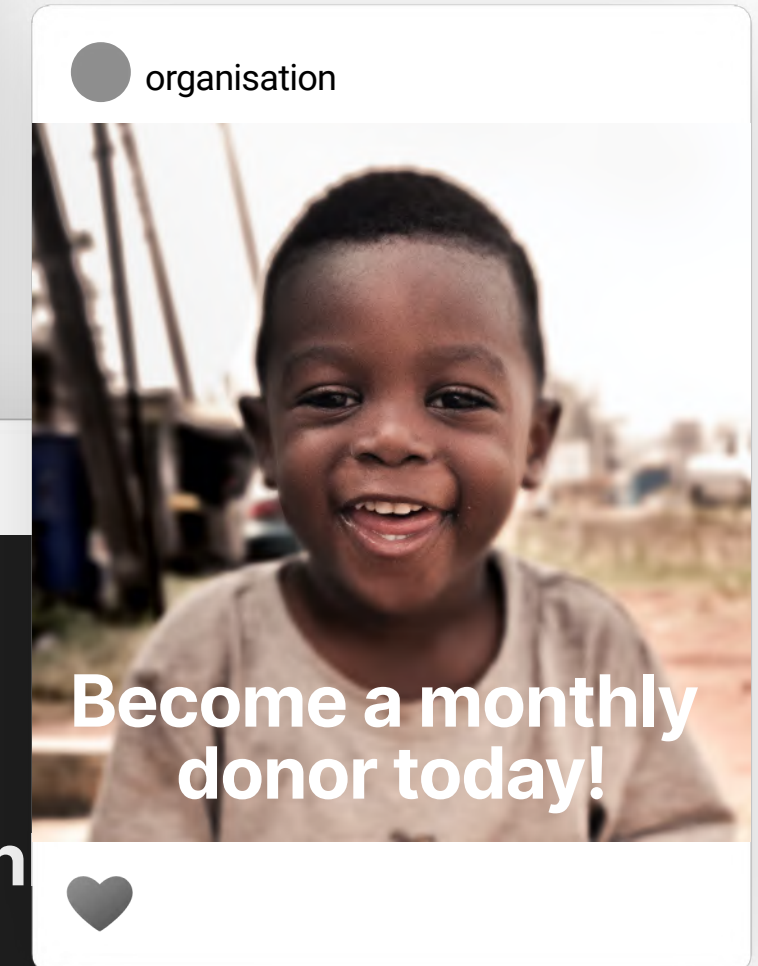
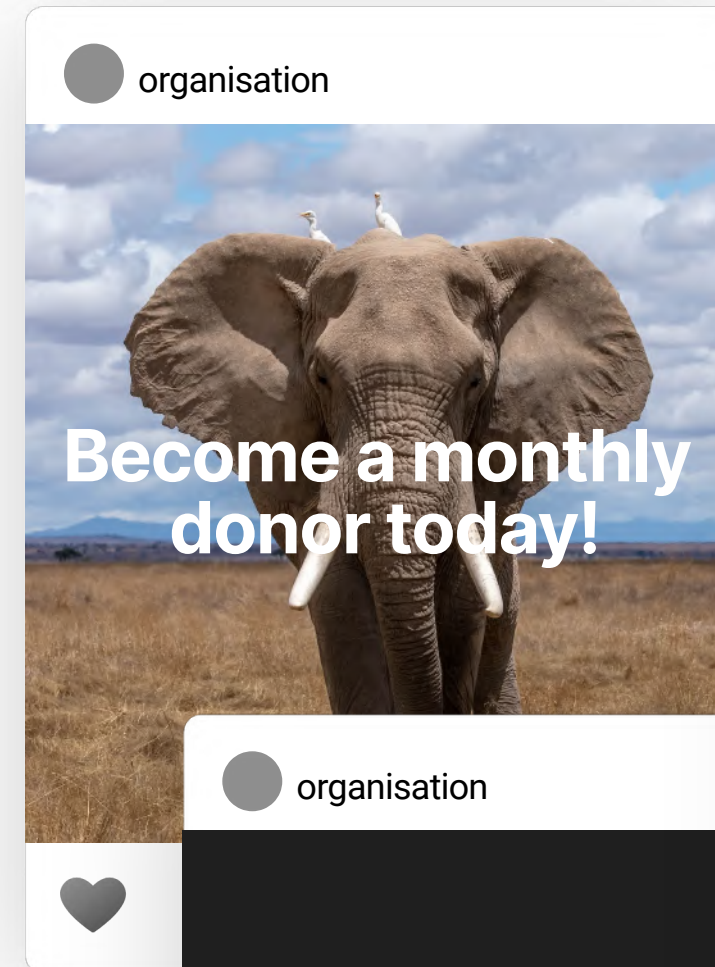




This is often a fundraising organisation's first touch point or communication with a prospective donor.

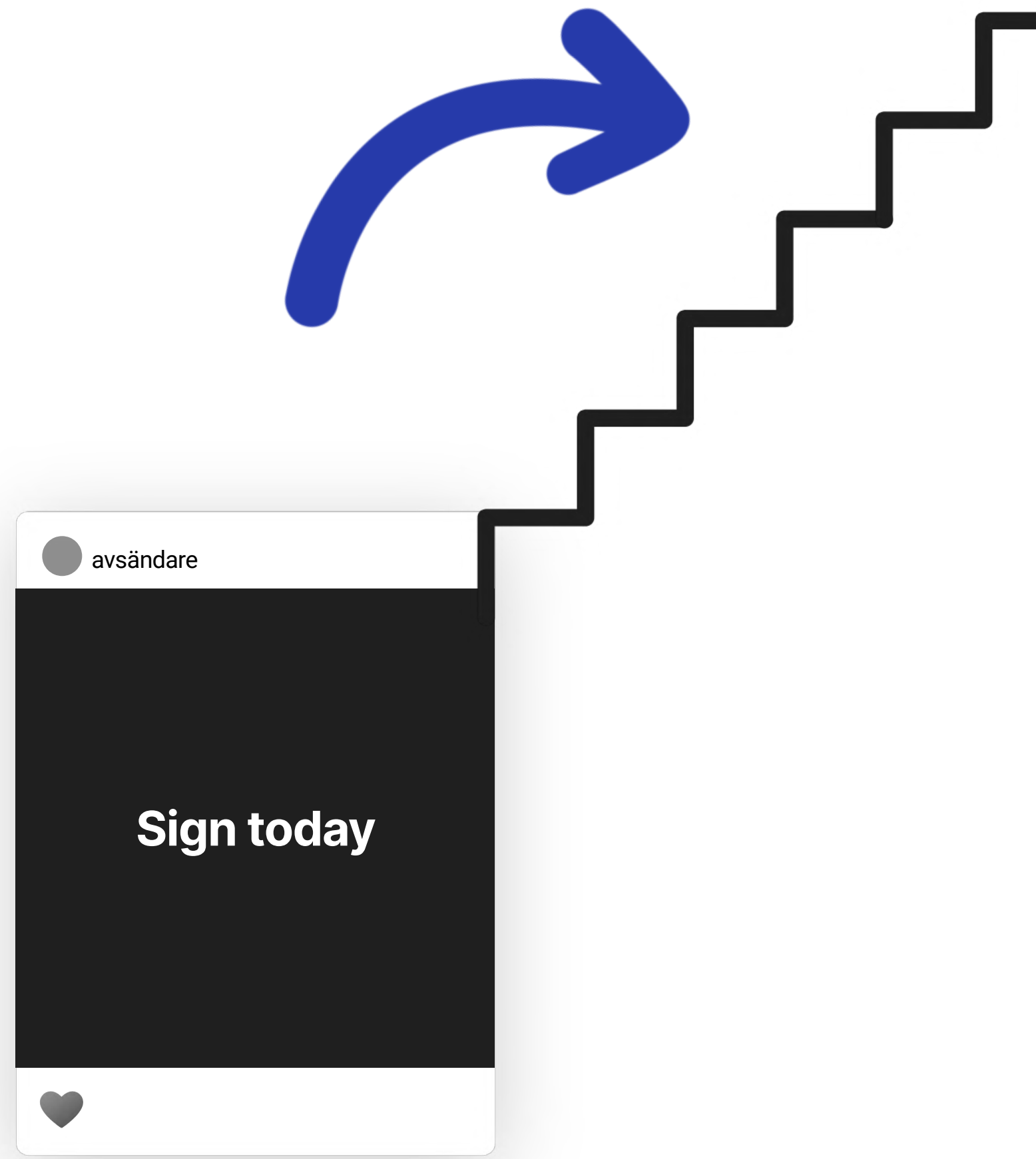
**Should it be?\*** And what comes next?

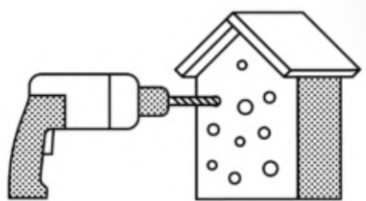
\* sometimes, yes! But mostly - NO!



**How can we make it easier to take a first step** (no payment required!) – *and* easier to do more?

Because even if we only care about money raised, we can raise more money!





Vildbihotell byggda

**8136**

Gör bostäder åt vilda bin – bihotell och sandbäddar.

Fixa bostäder

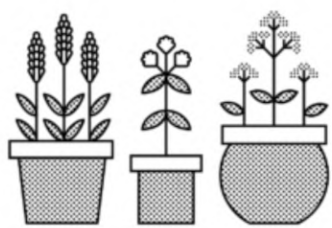


Ängar skapade

**4696**

Skapa en blommande äng för bin och fjärilar i din trädgård.

Gör en äng

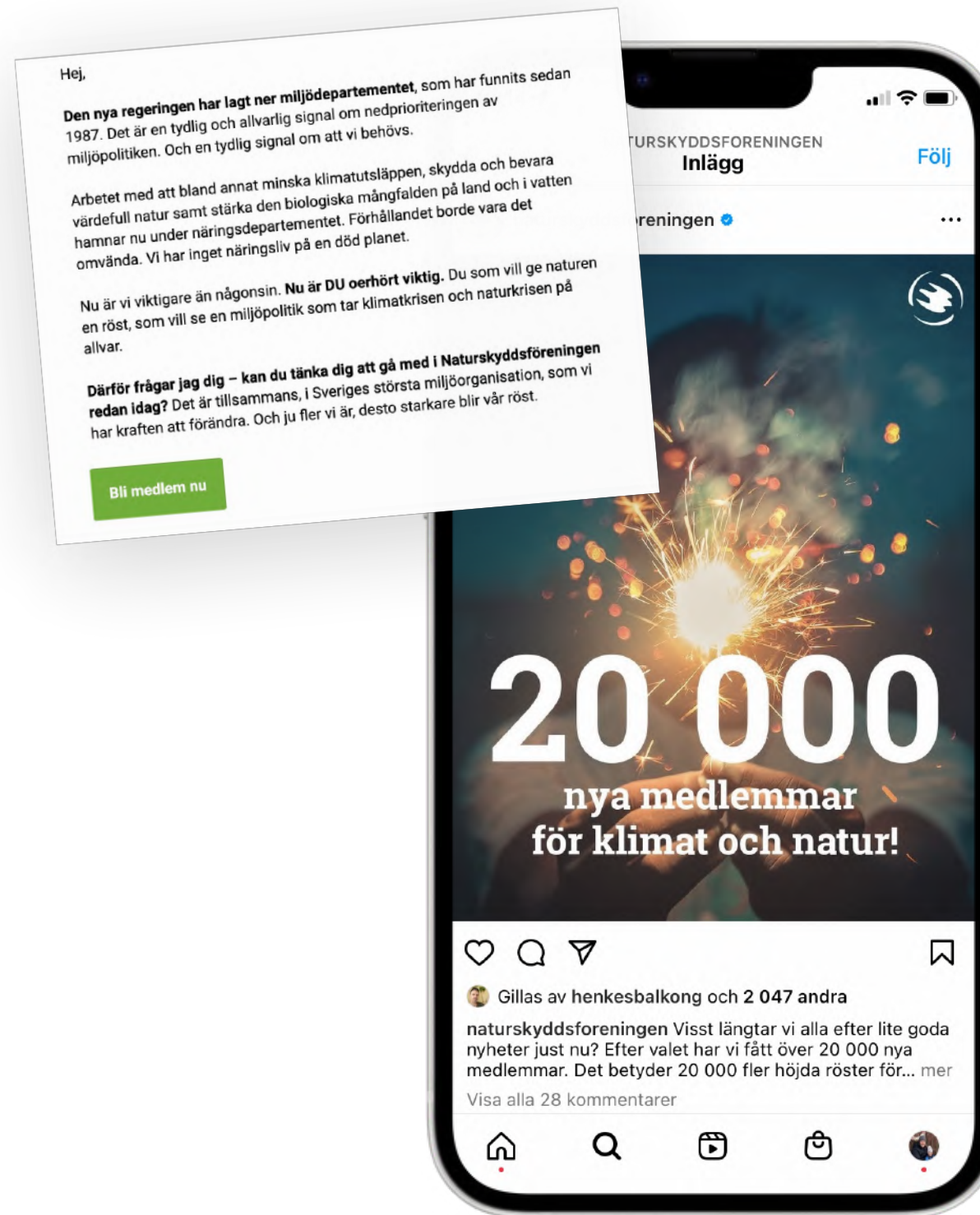


Bivänliga planteringar


**5230**

Välj växter som bin och pollinatörer gillar.

Plantera bivänligt



Hear more from  
Maria at 14.30!

**AMNESTY INTERNATIONAL** 

**10 KVINNOR DÖDAS  
VARJE DAG I MEXIKO  
FÖR ATT DE ÄR KVINNOR  
– KRÄV RÄTTVISA!**

Förnamn \*  Efternamn \*

Epostadress \*  Telefonnummer

När du skriver under går du med på att vi håller dig uppdaterad om vårt arbete för mänskliga rättigheter. Vi behandlar dina personuppgifter enligt gällande dataskyddslagstiftning. Du hittar information om hur länge vi sparar dina uppgifter, varför vi behandlar dem och vilka rättigheter du har i vår [integritetspolicy](#).

**SKRIV UNDER**

När underskrifterna skickas till mottagaren syns bara ditt för- och efternamn. Vi använder din e-postadress vid namnsamlingen för att vara säkra på att varje underskrift är unik. [Läs mer om hur vi hanterar dina personuppgifter!](#)



**VI SKULLE VILJA VETA MER OM VAD  
TYCKER OM KVINNORS RÄTTIGHETE  
SVERIGE OCH GLOBALT.**

Hjälp oss genom att svara på några korta frågor.

**Fråga 1**

I 24 länder runt om i världen är abort förbjudet. Det drabbar 91 miljoner kvinnor fertil ålder och innebär en livsfara för många.

**Tycker du att det är viktigt att ta ställning för den grundläggande mänskliga rättigheten att bestämma över sin egen kropp?**

**JA**

**NEJ**

**Fråga 4**

Kvinnors rättigheter erkänns inte som mänskliga rättigheter på de flesta håll i världen. Och i vissa länder är diskriminering mot kvinnor inskriven i lagen. Det är den största människorättsskandalen i vår tid.

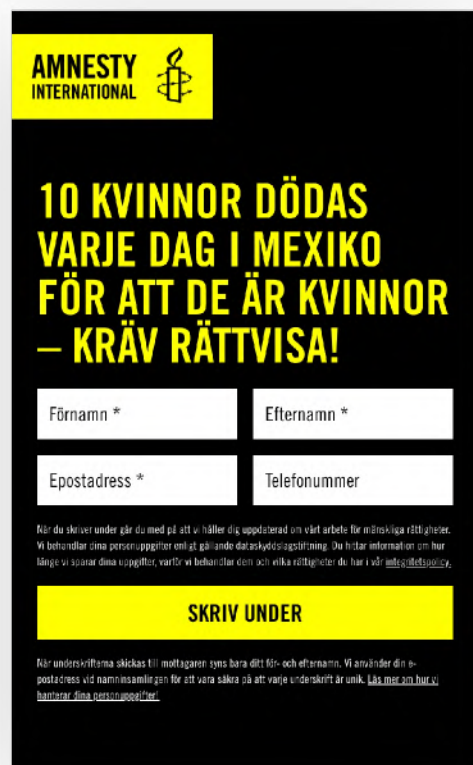
För att vi ska kunna fortsätta försvara kvinnors rättigheter och bli en ännu starkare röst i kampen för mänskliga rättigheter\*, har Amnesty Sverige som mål att växa med 120 månadsgivare. Det kanske inte låter som särskilt många, men det gör en betydande skillnad.

**Vill du bli månadsgivare idag?**

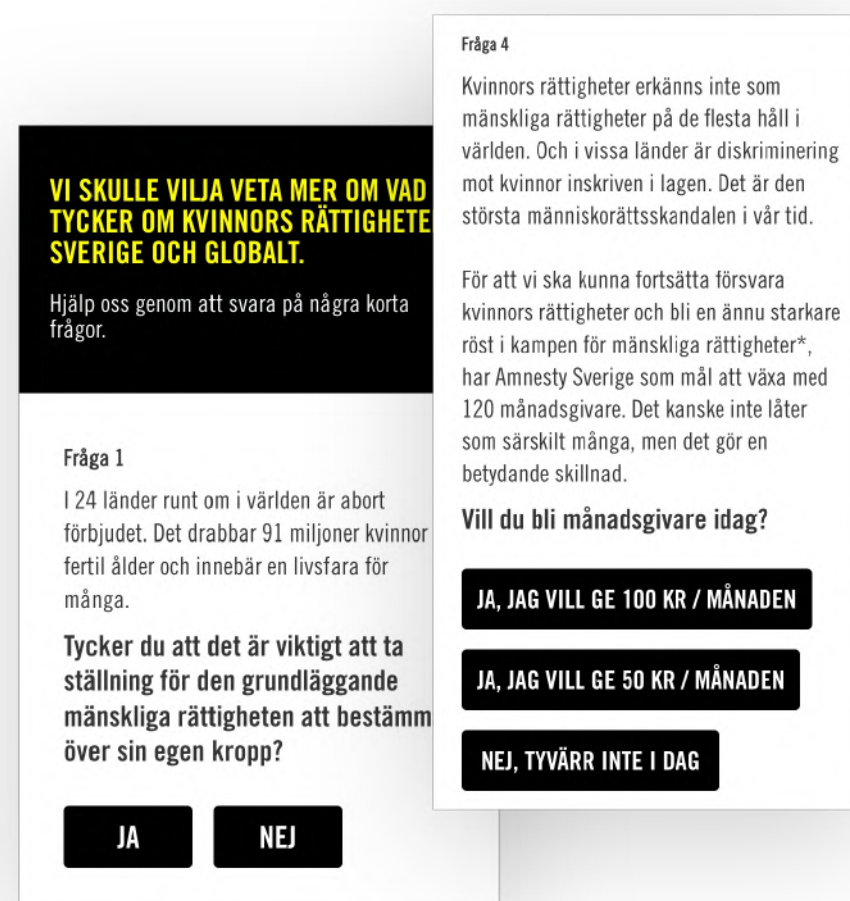
**JA, JAG VILL GE 100 KR / MÅNADEN**

**JA, JAG VILL GE 50 KR / MÅNADEN**

**NEJ, TYVÄRR INTE I DAG**



Email: Sign the petition (with donation upsell)



**VS.**

Email: Direct donation ask (same framing)



**BLI MEDLEM IDAG >>**

**VS.**

**BLI MÅNADSGIVARE IDAG >>**

(How can we make it easier  
to take a next step?)



Operation Smile

## Tack till våra fantastiska volontärer!

1 245 underskrifter Bliv oss nå 1 500

Förnamn \* Efternamn \*

Epostadress \* Telefonnummer

**SKRIV UNDER**

När du skriver under går du med på att vi informerar dig om vårt arbete. Vi behandlar dina personuppgifter enligt gällande dataskyddslagstiftning. [Du hittar information i vår integritetspolicy.](#) När underskrifterna skickas till mottagaren syns bara ditt för- och efternamn. Vi använder din e-postadress vid namnsamling för att vara säkra på att varje underskrift är unik.



Operation Smile

## Hjälp oss genom att svara på några korta frågor.

Vi skulle vilja veta mer om vad du tycker om barns tillgång till sjukvård och säker kirurgi.



### Fråga 5

Operation Smiles arbete är beroende av gåvor från privatpersoner. För att vi ska kunna fortsätta att operera barn behöver vi bli fler månadsgivare.

Månadsgivare bidrar till livsförändrande operationer och vård som ger barn nya förutsättningar i livet. Deras stöd går också till att utbilda kirurger och långsiktigt stärka kompetensen lokalt – där behovet är som störst.

### Kan du bli månadsgivare idag?

- Ja, jag vill ge 200 kronor i månaden
- Ja, jag vill ge 100 kronor i månaden
- Nej, tyvärr inte idag
- Jag är redan månadsgivare

Tycker du som Miljöpartiet att regeringen måste ställas  
till svars för sin klimatpolitik?

Ja

Nej

Hej,

Det är skrämmande hur snabbt svensk klimatpolitik har spårat ur den senaste tiden.

FN:s klimatpanel IPCC varnar för att det är extremt bråttom att sänka utsläppen för att ta tag i just klimatkrisen. Jimmie Åkesson däremot ifrågasätter om det ens finns en klimatkris och sprider klimatförnekande budskap för fullt i valkampanjerna.

Klimatpolitiska rådet är tydliga med att det inte går att nå våra klimatmål med regeringens politik – vi går åt helt fel håll. Samtidigt erkänner finansminister Elisabeth Svantesson (M) skamlöst att regeringen inte bryr sig om klimatmålen. "Klarar vi inte det så klarar vi inte det" lyckte hon det.

Regeringen sviker klimatet. Samtidigt börjar tiden rulla ut.

Det är helt oacceptabelt – och **vi tycker att regeringen måste ställas till svars.**  
Håller du med?

Ja

**CAN YOU GIVE A DONATION?**  
**CAN YOU VOLONTEER?**

Tycker du som Miljöpartiet att regeringen måste ställas  
till svars för sin klimatpolitik?

Ja

Nej

Hej,

Det är skrämmande hur snabbt svensk klimatpolitik har sparat ur den senaste tiden.

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Regeringen sviker klimatet. Samtidigt börjar tiden rinna ut.

Det är helt oacceptabelt – och **vi tycker att regeringen måste ställas till svars. Håller du med?**

Ja

Hej,

När jag hörde av mig för två dagar sedan, hade jag inte tänkt att göra det igen innan valet. Men sedan kom chocken – **4,5% i dagens SVT/Novus mätning. Tar man hänsyn till felmarginalen är det inte säkert att MP ligger över spärren.** Räkna man in att vi brukar överskattas i mätningarna är det en väldigt skrämmande siffra.

Nu behöver vi göra precis ALLT vi kan under de kommande 48 timmarna. **Jag vill verkligen be dig – om du kan, swisha en gåva till oss NU**, så ökar vi annonsering de sista timmarna så mycket det går. Och ta kontakt med så många du kan – alla som vill ha en rödgrön regering, alla som tar klimatkrisen på allvar, måste få veta hur det ligger till. Utan deras röst, kan Miljöpartiet falla ur riksdagen.

**Swisha din gåva nu till 123 453 50 50** (skriv "valkampanj"). Vi KAN göra det här – men nu måste vi ge allt om det ska funka.

Per Bolund,

Språkrör, Miljöpartiet

VS.

engagement

en·gage·ment | \ in-'gāj-mənt , en-\

**When someone cares so much about something  
that they do something.**

: the state of being engaged

: emotional involvement or commitment

7'0"

7'0"

6'6"

6'6"

6'0"

6'0"

Engagement didn't disappear.  
**IT WAS STOLEN.**

5'0"

5'0"

4'6"

4'6"

4'0"



7'0"

7'0"

6'6"

6'6"

6'0"

6'0"

Your job is to  
**STEAL IT BACK.**

5'0"

5'0"

4'6"

4'6"

4'0"

4'0"



# TAK!

[paul.ferris@reformsociety.se](mailto:paul.ferris@reformsociety.se)

