

Marketing, Events, and Registration Timelines

		WEEKS					
Collateral	Project Planning	Development	Production	Mail Services	Total	Comments	
	(forms, audience, plan)	(list, proofing, design, edits, review)					
S&C Newsletter	1-2	4-6	2	1	11	Content supplied, timeframe includes arrival in homes	
Development Proposal Books	1-2	4-6	2	1	11	Large proposals with copy images and layout	
Solicitation Mailing with Pledge Card	1-2	4	1	1	8	Includes pledge card review with Gift Processing Team	
Invitation: Basic	1-2	4	1	1	8	Basic components including envelope	
Invitation: Advanced	1-2	5	2	1	10	More advanced layout, inserts, envelope selection	
Brochure	1-2	4-5	1-2	--	9	Creative only; no mailing	
Flyer/One pagers	1-2	2	1	--	5	Creative only; no mailing	
Development Infographic Sheets	1-2	4	1	--	7	Generally no list needed	
Letters (no copy)	1-2	3	1	1	7	Content developed from scratch	
Letters (copy provided)	1	1	1	1	4	Copy provided	
Envelopes (standard)	--	1	1	--	2	General envelopes, already in stock or easy to obtain	
Envelopes (sourcing)	1	2	1	--	4	Non-standard envelopes that require outsourcing from vendors	
Postcard	1-2	4	1	1	8		

PRINT

		WEEKS					
	Collateral	Project Planning (forms, audience, plan)	Development (list, proofing, design, edits, review)	Production	Mail Services	Total	Comments
DIGITAL	Web Content Development	1	2	1	--	4	
	Email (basic)	1-2	1	1	--	3	Standard template
	Email (advanced)	1-2	2	1	--	4	Customization in template
	Photography	--	--	1	--	1	Minimum 1 week
	Video	2-3	--	2-8	--	10	
OTHER	Proofreading			1		1	
	Mail Services: First class			1	2-3 days	1.5	Need permit #
	Mail Services: Bulk rate			1	7-10 days	2.5	Need permit #
	Telefund Campaign Setup					TBD	

	Service	Design	Planning / Development	Refinements	Preparation	Total	Comments
EVENTS/PROGRAMS	Registration Only		1	1		2	
	Basic	1	2 to 3	2 to 3	1	6 to 8	mostly logistics and one or two stakeholders (meetings; Dean lunches/dinners)
	Moderate	1 to 2	3 to 4	2 to 3	1 to 2	8 to 12	logistics with program and several stakeholders (BHS luncheon; regional faculty lectures; alumni learning; scholarship receptions)
	Complex	6 to 8	10 to 12	6 to 8	4 to 6	26 +	complex logistics, multi-faceted program and many stakeholders (Homecoming, Reunions, BHS Fall Event)

Services Out of Scope

Please use campus or internal services for production only and website development