



Marketing, Events, and Registration Timelines

		WEEKS					
Collateral		Project Planning (forms, audience, plan)	Development (list, proofing, design, edits, review)	Production	Bulk Mail Services	TOTAL	Comments
PRINT	Development Proposal Books	1 - 3	5 - 6	2	2	13	Large proposals with copy images and layout
	Solicitation Mailing w/ pledge card	1 - 3	5 - 6	2	2	13	Includes pledge card review with Gift Processing Team
	Invitations	1 - 3	5 - 6	2	2	13	includes inserts, envelopes
	Postcard	1 - 3	5	1	2	11	
	Brochure	1 - 3	5 - 6	2	--	12	Creative only; no mailing
	Flyer/One pagers	1 - 3	5	1	--	9	Creative only; no mailing
	Development Infographic Sheets	1 - 3	5	1	--	9	Generally no mail/email needed
	Letters (no copy)	1 - 3	3	1 - 2	2	10	Content developed from scratch, merge data printed externally
	Letters (copy provided)	1	2	1 - 2	2	7	Copy provided, merge data printed externally
	Envelopes (standard)	--	2	1	--	3	General envelopes, already in stock or easy to obtain
	Envelopes (sourcing)	1	3	2	--	6	Non-standard envelopes that require outsourcing from vendors

		WEEKS					
		Project Planning (forms, audience, plan)	Development (list, proofing, design, edits, review)	Production	Distribution	TOTAL	Comments
Collateral							
DIGITAL	Web Content Development	1 - 2	2	1	--	3 - 5	
	Email (basic)	1 - 2	2	1	--	5	Standard template
	Email (advanced)	1 - 3	3	4	--	10	Customization in template
	Photography	--	--	1	--	1	Minimum 1 week, may require freelance photography
	Video	1	1-2	2 - 8	--	11	
OTHER	Proofreading			1		1	
	Badger Call Setup	1 - 3	5	Varies	--	Varies	

		WEEKS					
Service		Design	Planning / Development	Refinements	Preparation	TOTAL	Comments
EVENTS/PROGRAMS	Registration Only		1	1		2	
	Basic	1	2 - 3	2 - 3	1	6 - 8	mostly logistics and one or two stakeholders (meetings; Dean lunches/dinners)
	Moderate	1 - 3	3 - 4	2 - 3	1 - 2	8 - 12	logistics with program and several stakeholders (BHS luncheon; regional faculty lectures; alumni learning; scholarship receptions)
	Complex	6 - 8	10 - 12	6 - 8	4 - 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