

Appeal Process Timeline For (Appeal name) 2021

Provided by:



Initiation

Activity	Lead Time	Deadline	Person Responsible
Decide on the date the appeal will go in the mail			
Get approval for project			

Definition and Planning

Activity	Lead Time	Deadline	Person Responsible
Determine objectives and goals			
Decide on an ending date for the appeal			
Determine budget			
Determine timeline			
Determine who it will go to (number of recipients, characteristics like giving level)			
Decide on length of appeal, reply device, and theme			
Outline story to be used			
Add any content information needed to do so Execution timeline			
Meeting with all involved in the process (writer, designer, printer, person recording the donations, supervisors, etc) to discuss timeline and overall appeal (Communication Plan)			

Execution

Activity	Lead Time	Deadline	Person Responsible
Content Due			
Design and content combined- 1st Draft			
Edits begin			
Edits end			
Merge files prepared			
Merge letter and files			
Printed letter due			
Print and get reply device ready			
Envelope stuffing party!			
Mailing Date			
In-home date			

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Performance and Control

Adjust schedules as needed in this step

Close

Activity	Lead Time	Deadline	Person Responsible
Collect and review appeal stats that closely align to your goals.			
Right, Wrong, Missing, Confusing Report Distributed			
Right, Wrong, Missing, Confusing Report Due			
Review reports			
Report Conclusions			

Happy Dance! :)

Lead Time: How long will it take to complete the task? Work forward from the in home deadline to get your close items' deadlines. To determine your overall timeline and deadlines, put your lead times in first. Put your in home date in next. Work backwards from there.