

**Berklee College of Music Berklee Fund Calendar
Fiscal Year 2009 Production Schedule
As of June 12, 2009**

| <u>Solicitation</u> | <u>Type</u> | <u>Appeal Code</u> | <u>Audience</u> | <u>Targeted Mail/Send Date</u> | <u>Actual Mail/Send Date</u> | <u>Count</u> | <u>Signed by</u> | <u>Project Leader</u> | <u>"Draft" Text Due</u> | <u>Date Data Needed</u> |
|---|------------------|--------------------|--|--|--------------------------------------|--------------|------------------|---------------------------|-------------------------|---------------------------------|
| 4th Quarter - June Thru August | | | | | | | | | | |
| AF10 Beginning Fiscal Year Email | Email | AF10BFYEE | Alumni who opened AF09FYEE | 06/10/09 | 06/10/09 | 3000 | Institutional | Rodriguez | N/A | 06/02/09 |
| AF10TYPC | Postcard-Sticker | AF10TYPC | FY09 Berklee Fund Donors | 06/25/09 | | 1600 | | Sulat | | 06/10/09 |
| AF10 Graduating Parent Direct Mail Appeal | Letter | AF10GP | Parents of the class of 2009 | 06/25/09 | | 800 | L Simpson | Rodriguez | 07/01/09 | 07/20/09 |
| Summer Appeal - Pre-letter email | Email | AF10SUPRE | Reunion' Appeal for classes - 5,10,15,20,25,50 | 07/20/09 | | 5000 | Alumni | Rodriguez | 07/01/09 | 07/15/09 |
| Restricted Appeal - Pre-letter email (music therapy, music education) | Email | AF10RAPRE | Alumni Fybunts from Music Therapy/Music Ed. | 07/20/09 | | 5000 | Alumni | Rodriguez | 07/20/09 | 07/25/09 |
| Summer Appeal - "Reunion Appeal" | Letter | AF10SU | Reunion' Appeal for classes - 5,10,15,20,25,50 | 07/30/09 | | 5000 | Alumni | Rodriguez | 07/01/08 | 07/15/09 |
| Restricted Appeal - Music Therapy, Music Education | Letter | AF10RA | Alumni Fybunts from Music Therapy/Music Ed. | 08/01/09 | | 5000 | Alumni | Rodriguez | 07/15/09 | 07/15/09 |
| Summer Appeal - Post-letter email | Email | AF10SUPOE | Reunion' Appeal for classes - 5,10,15,20,25,50 | 08/05/09 | | 5000 | Alumni | Rodriguez | 07/20/09 | 07/25/09 |
| Restricted Appeal- Post-letter email (music therapy, music education) | Email | AF10RAPRE | Reunion' Appeal for classes - 5,10,15,20,25,50 | 08/10/09 | | 5000 | Alumni | Rodriguez | 08/01/09 | 07/30/09 |
| State of the College Pre-Letter-Email | Email | AF10FALLPRE | All alumni/current parents/fp donors | 08/25/09 | | 15000 | Brown | Rodriguez | 08/15/09 | 08/15/09 |
| 1st Quarter - September Thru November | | | | | | | | | | |
| Staff and Faculty Postcard Appeal | Postcard | AF10FCSTPC | Staff and Faculty | 09/01/09 | | 1000 | Institutional | Sulat | 08/25/09 | 08/20/09 |
| Student Welcome Back Coupon Postcard | Postcard | AF10SCP | Fall students | 09/02/09 | | 4000 | | Sulat | 09/15/09 | 09/01/09 |
| State of the college Appeal | Letter | AF10FALL | All alumni/current parents/fp donors | 09/02/09 | | 25000 | Brown | Rodriguez | 07/01/09 | 08/15/09 |
| State of the College Post-Letter Email | Email | AF10FALLPOE | All alumni/current parents/fp donors | 09/15/09 | | 15000 | Brown | Rodriguez | 09/01/09 | 09/10/09 |
| CYE Sybunts and Lybunts - Pre-letter email | Email | AF10CYEPRE | Alumni/parent lybunts and sybunts | 11/05/09 | | 5000 | Student | Rodriguez | 10/15/09 | 10/25/09 |
| CYE Sybunts and Lybunts | Letter | AF10CYE | Alumni/parent lybunts and sybunts | 11/10/09 | | 5000 | Student | Rodriguez | 10/15/09 | 10/25/09 |
| Thanksgiving Email Solicitation | Email | AF10TGE | Alumni/Paret Prospects | 11/12/09 | | 10000 | Student? | Sulat | 09/15/09 | 11/11/09 |
| Thanksgiving Postcard Update - New Alumni | Postcard | AF10NEPC | New alumni with BADR - sent to Parent's home | 11/18/09 | | ~1000 | Institutional | Rodriguez | 09/15/09 | 11/10/09 |
| Quarter 1 Gift Use Newsletter/Email | Newsletter | AF10NL1 | FY10 BF Donors | 11/19/09 | | 500 | Institutional | Sulat | 11/06/09 | 11/18/09 |
| CYE Sybunts and Lybunts Post-letter email | Email | AF10CYEPOE | Alumni/parent lybunts and sybunts | 11/25/09 | | 5000 | | Rodriguez | 11/15/09 | 11/20/09 |
| 2nd Quarter - December Thru February | | | | | | | | | | |
| Staff and Faculty Appeal | Letter | AF10CYEFCST | Staff and Faculty | 12/01/09 | | 1000 | faculty | Sulat | 11/15/09 | 11/20/09 |
| Holiday Card Mailing | Mailer | AF10HC | Alumni Lybunts/Sybunts, Current Parents, FP Ly/SY (5 year) | 12/01/09 | | 5000 | | Rodriguez | 11/01/09 | 11/10/09 |
| Calendar Year End Email Solicitation | Email | AF10CYEE | Alumni/Paret Prospects | 12/28/09 | | 15000 | | Rodriguez | 12/01/08 | 12/19/09 |
| Quarter 2 Gift Use Newsletter/Email | Newsletter/Email | AF10NL2 | FY10 BF Donors | 01/15/10 | | 1250 | | Sulat | 01/05/10 | 01/13/10 |
| AF09 Friend of the College Appeal | Letter | AF10FR | Friend Ly/Sy who have supported the college in the last 5 year | 01/15/10 | | 1500 | SR VP | Rodriguez | 01/02/10 | 01/05/10 |
| AF09 Vendor Letter | Letter | AF10VD | Vendors | 01/30/10 | | 1000 | SR VP | Sulat | 01/05/10 | 01/15/10 |
| Fybunt Mailing (AL) | Mailer | AF10ND | Most recent 5000 alumni fybunts | 02/26/10 | | 5000 | | Rodriguez | 01/25/10 | 02/25/10 |
| 3rd Quarter - March Thru May | | | | | | | | | | |
| FYE March Lybunt | Letter | AF10MLY | Alumni/Parent Lybunts | 03/02/10 | | 2000 | Rodriguez | Rodriguez | 02/25/10 | 02/18/10 |

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|-------------------------------------|------------|-----------|--|----------|--|-------|----------|-----------|----------|----------|
| Grad Fybunt Email Follow-up | Email | AF10NDPOE | Most recent 5000 alumni fybunts | 03/05/10 | | 5000 | | Rodriguez | N/A | 02/28/10 |
| FYE Appeal Pre - letter email | Email | AF10FYPRE | Alumni Lybunts/Sybunts, Current Parents, FP Ly/SY (5 year) | 03/15/10 | | 7000 | Student? | Rodriguez | 03/01/10 | 03/10/10 |
| Grad Non-Donors Postcard Follow-up | Postcard | AF10NDPC | Most recent 5000 alumni fybunts | 03/20/10 | | 5000 | | Rodriguez | N/A | 03/18/10 |
| FYE Appeal | Letter | AF10FYE | Alumni Lybunts/Sybunts, Current Parents, FP Ly/SY (5 year) | 03/20/10 | | 7000 | Student? | Rodriguez | 03/02/09 | 03/15/10 |
| FY10 GOLD Pre - mailing email | Email | AF10RGPRE | Graduates of the last 10 years (didn't receive AF10ND) | 04/15/10 | | 3500 | | Sulat | N/A | 04/01/10 |
| FY 09 GOLD Mailing | Mailer | AF10RG2 | Graduates of the last 10 years (didn't receive AF10ND) | 04/25/10 | | 3500 | | Sulat | 03/25/10 | 04/20/10 |
| Quarter 3 Gift Use Newsletter/Email | Newsletter | AF10NL3 | FY10 BF Donors | 05/01/10 | | 2300 | | Sulat | 04/25/10 | 04/30/10 |
| Fiscal Year End Email Solicitation | Email | AF10FYE | All Alumni/CP/FP (Ly.Sy.) Prospects | 05/20/10 | | 16000 | | Rodriguez | 05/04/10 | 05/18/10 |

Key:

| | |
|---|-------------|
|  | Postcard |
|  | Letter |
|  | HTML |
|  | Mailer/Card |
|  | Newsletter |