

**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