

Material Production Checklist and Timeline

Checklist	Turnaround Time	Timeline Guide	Notes
<ul style="list-style-type: none"> determine what materials are needed determine due dates (print and shipping deadlines) and draw up production timeline 			To draw up the timeline, work backwards from the print deadline (PD).
draft first copy of materials			
<ul style="list-style-type: none"> run first draft of text by Michelle L. ask for image or get approval for image from Veronica 	2 days	PD - 16 days	
give basic specs and print deadline to Rafa		PD - 16 days	"Specs" : basic specifications of the product, including what type of material(s) you want (invite, envelope, etc.), dimensions, colors (names and amount), font, number of pages, any special features, etc. Does NOT include any TEXT; text should only be given to designer after a final (or almost final) and approved draft.
if material is related to a department other than Development, run text by external department	1 day	PD - 14 days	
run text by Rona	2 days	PD - 13 days	
<ul style="list-style-type: none"> find out from printer and mailhouse what production information they need from you get price and turnaround estimates from printer and mailhouse 		PD - 13 days	
<ul style="list-style-type: none"> send approved text (and any production requirements) to Rafa work with Rafa and others to design material(s) 	at least 5 business days (invite: 5 days; program over 4 pages: 10 days)	PD - 11 days	Turnaround time includes changes (in image, design, text, etc.), approval of changes, and final proof approval.
get approval for final design from Michelle L.	1 day	PD - 1 day	Approval of text, formatting, etc.
send job to printer to have proof returned	1 day	Print Deadline	Job proof is usually sent by printer 24 hours after job submission, as a PDF file.
have job proof approved/signed-off by project manager	1 day	PD + 2 days	Approval can be obtained by email (or fax).
job printing	at least 5 business days	PD + 7 days	
send job to mailhouse to be assembled and mailed	2-3 days	Shipping Deadline	Turnaround time depends on size of mailing (a small mailing can take 1 day).
materials delivered	2-3 days for delivery	SD + 6 days	Mail invitations for a major fundraiser 6 weeks in advance of event date; for donor cultivation mail 4 weeks in advance.