THE FIVE MAPLES PROJECT TIMELINE

What to expect from beginning to end

2 weeks

PLANNING / COPYWRITING

1. **Have a Planning Call** with your project manager to discuss the project details.

2. **Have a Launch Call** with your project manager and copywriter to talk about the content and messaging.

3. **Send copy materials** to your project manager. The copywriter will need reference material to assist with the tone and content accuracy.

4. **Copywriting process begins!** 3-5 days after you send the final material for reference, the copywriter will send you the first draft. You will have 1-3 days to make any changes* before approving the final copy and moving forward to the design process.
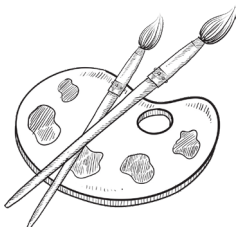
Here's what you need to check before approving the copy:
- ✔ Is the messaging correct?
- ✔ Do the variable sentences work for your segments?
- ✔ Do you have all the versions you need?
- ✔ Content accuracy

* Please note: changes to final copy further into the timeline may delay the project and incur additional charges.

2 weeks

DESIGN

5. **Send design materials** to your project manager. We will need:
   - Branding or Style Guide and high-resolution logos
   - Signatures, headshots, and photos specific to the project
   - Reply design choices and verbiage

6. **Design process begins!** 3-5 days after sending all the necessary material for the design you will receive the first proofs. The timeline includes 1-3 days for changes before the approval.

What you need to check before approving the design:
- ✔ Does the design follow your Style Guide?
- ✔ Are the photos high quality? Is it fuzzy or dark?
- ✔ Are the line breaks and copy formatting good?

7. **Send the mail file.** You will send your project manager the mailing list with the records you would like to mail. If there are any records you would like to ensure are removed from the mail file or if you have "**do not solicit**" records, please also send us the suppression files and we will remove these records.

Your project manager will contact you about any questions or concerns related to the data file, like salutations, gift information, or duplicate removal.

8. **Work Order moves forward for production.** You will receive the NCOA results to update your database. Please check our website to see how to use your NCOA results.

We will provide variable proofs for your approval before printing. You will receive one proof of each letter and reply version. This is the time to check if all the variable information is correct.

> **What you need to check before approving variable proofs:**
> ✅ Confirm the versions/ variable data slugs make sense
> ✅ Are the line breaks and copy formatting correct?
> ✅ Is the letter date correct?
> ✅ Is there anything that needs to be changed?

8. **Printing and Mailing!** After the variable proofs are approved, we print, fold, insert and mail the pieces. Your project manager will email you once we have confirmation the mailing has been dropped into the mail stream.