48 HRS FROM CALL TO MAIL

BLUE NORTH'S EMERGENCY RESPONSE DIRECT MAIL PROGRAM

00:00 - 01:00
Emergency Phone Call
Blue North activates response team — writer, designer, data specialist, project manager, and production manager.

01:00 - 02:00
Gather Resources
Client provides raw resources: photos from the field, eye-witness testimony, press releases, and key messaging for donors.

02:00 - 04:00
Craft the Appeal
Writer creates a compelling ask directly into White Page Live (WPL); variable function personalizes message to match donor's giving history.

Designer uses layout template and visual resources provided to enhance the ask. Draft copy and graphics uploaded to WPL.

04:00 - 05:00
First Draft Review
WPL instant preview gives writer and designer a sense of flow, fit, and finish.

05:00 - 06:00
Data Merge
Blue North runs test file from automated data sync between the client's Donor Management System and WPL.

06:00 - 08:00
Client Review
Client provides feedback and Blue North makes changes in real time during a 2-hour webinar.

08:00
Client Approval
Client does final review and approves once all changes made.

08:00 - 09:00
Production Test
Blue North runs production data through WPL; spools output directly to on-call printer, (which maintains an inventory of preprinted letterhead and window outer envelopes); validates test output.

09:00 - 12:00
Print Production Starts
Appeal letters are printed.

12:00 - 48:00
Production Completed: Includes printing, finishing, assembly, and mailing.

KEY SUCCESS FACTORS: 1 PREPARATION 2 TIGHTLY MANAGED FEEDBACK PROCESS 3 APPROPRIATE TECHNOLOGY