



McPHERSON ASSOCIATES, INC.

Ideas. Strategy. Implementation.

Timeline for April 2009 FreshAddress E-Mail Append

- 2/12 Informational Webinar including Fresh Address
- 3/16** Final date for sign-up period/Registration Form due
- 3/23 Draft permission messages due from McPA to organization
- 3/26 Changes to permission messages due to McPA
- 3/26 Organization logo for permission messages due to McPA
- 4/03 Revised permission messages sent from McPA to organization
- 4/07 Permission message approval due from organization to McPA
- 4/13 HTML version of Permission message due from McPA to organization
- 4/15** Deposit due from organization to McPA
- 4/17** Final Approval of HTML permission message due from Organization to McPA
- 4/20** Opt out E-Mail due from Organization to McPA
- 4/24** File labeled _MissingEmails due to be uploaded to FreshAddress FTP site
- 5/1** File labeled _Suppression due to be uploaded to FreshAddress FTP site
- 5/29 E-Mail append data posted to FreshAddress server for organization retrieval
- 6/4** Deadline to retrieve e-mail append data from FreshAddress server
- 6/4 Final report on # of e-mail appended names and invoice sent to organization