

Harvard and Radcliffe College Reunions 2023: Resubscription Campaign Roadmap							
Send Date	Send Time	Message Type	Message Description	Sender	Audience	List Size	Notes
Unsubscribe Salesforce automations							
Starting Wednesday, August 31	Daily at noon	Unsubscribe automations	Set up unsubscribe automations in Salesforce	Harvard College Reunions	2023 Reunions: Unsubscribes	—	Automated emails deploy through Salesforce within 24 hours of an unsubscribe to the College BU or Reunion/CRO publication lists. These automations will continue through June 2023.
Initial list with unsubscribes as of 07/21/2022 (total at start: 2,907)							
Thursday, August 11	3:00 PM	Outlook email 1 (list 1)	Red Book launch value proposition	College Reunions	2023 Reunions: Unsubscribes	2,907	Outlook will be used, this will be the first send using the initial list of 2023 Harvard and Radcliffe College reunion unsubscribes (at College BU and Reunion/CRO publication lists).
Tuesday, September 20	10:00 AM	Outlook email 2 (list 1)	Reunions save the date and Red Book value proposition	College Reunions	2023 Reunions: Unsubscribes	2,115	Outlook will be used, this will be the second send using the initial list with those who've resubscribed removed.
Thursday, January 12	1:00 PM	Outlook email 3 (list 1)	Start of Reunion year value proposition	College Reunions	2023 Reunions: Unsubscribes	1,700	Outlook will be used, this will be the third send using the initial list with those who've resubscribed removed.
Friday, March 17	10:00 AM	Outlook email 4 (list 1)	Registration launch value proposition	College Reunions	2023 Reunions: Unsubscribes	TK	Outlook will be used, this will be the final send using the initial list with those who've resubscribed removed.
Second list with unsubscribes from 09/17/2022 to 01/06/2023 (total at start: 389)							
Monday, January 12	1:00 PM	Outlook email 1 (list 3)	Start of Reunion year value proposition	College Reunions	2023 Reunions: Unsubscribes	389	Outlook will be used, this will be the first send to those who unsubscribed between 09/20/2022 and 01/09/2023.
Friday, March 17	10:00 AM	Outlook email 2 (list 3)	Registration launch value proposition	College Reunions	2023 Reunions: Unsubscribes	TK	Outlook will be used, this will be the final send to those who unsubscribed between 01/10/2023 and 03/16/2023.
Final list with unsubscribes from 01/06/2023 to 03/16/2023 (total at start: TK)							
Friday, March 17	10:00 AM	Outlook email 1 (list 4)	Registration launch value proposition	College Reunions	2023 Reunions: Unsubscribes	TK	Outlook will be used, this will be the only send to those who unsubscribed between 01/10/2023 and 03/16/2023.
Resubscribe follow-up emails (totals: 788)							
Saturday, September 24	9:00 AM	August send follow-up	Offer resubscribers chance to further resubscribe	Harvard College Reunions	2023 Reunions: Unsubscribes	788	Salesforce will be used, message will be sent to all who resubscribe regardless of list number.
Tuesday, October 4	11:00 AM	September send follow-up	Offer resubscribers chance to further resubscribe	Harvard College Reunions	2023 Reunions: Unsubscribes	151	Salesforce will be used, message will be sent to all who resubscribe regardless of list number.
Tuesday, November 8	10:00 AM	September send follow-up (resubscribers after 10/4)	Offer resubscribers chance to further resubscribe	Harvard College Reunions	2023 Reunions: Unsubscribes	41	Salesforce will be used, message will be sent to all who resubscribe regardless of list number.
Thursday, January 26	11:00 AM	January send follow-up	Offer resubscribers chance to further resubscribe	Harvard College Reunions	2023 Reunions: Unsubscribes	332	Salesforce will be used, message will be sent to all who resubscribe regardless of list number.
Thursday, March 23	11:00 AM	March send follow-up	Offer resubscribers chance to further resubscribe	Harvard College Reunions	2023 Reunions: Unsubscribes	TK	Salesforce will be used, message will be sent to all who resubscribe regardless of list number.