2020 End of Year Planning + Deadlines for Amplifi Email Campaigns

2020-12-07 - Marco Vescio - Announcements

As this difficult year comes to an end, we hope you and your loved ones are doing well and staying safe. Like most of you, we have been working through the unprecedented and ever-changing challenges that the COVID-19 pandemic has thrown at us and are looking forward to having time to reset and renew for the New Year.

With Giving Tuesday behind us (where did the month of November go?!) we are now rocketing toward one of the busiest and most active times of appeal season: End of Year!

While we will remain open through the end of the year except for major holidays, we are asking for all our clients to observe the following deadlines so that we can process your work as efficiently as possible while also giving your campaigns the time they deserve to be done right (and get a little extra time with our families during the holiday, too!).

Many of you have already been contacted by an Amplifi team member with these dates or additional scheduling items, but I wanted to reach out personally to reiterate the message and provide context.

Email campaign design and scheduling

- For all email campaigns through January 4th, 2021:
  Must be completed, approved, and scheduled by 3 PM on Tuesday December 22nd, 2020

Data updates

- For campaigns scheduled for delivery through December 28th, 2020:
  All data processing requests to be received by 10 AM on Tuesday, December 22nd, 2020.

- For any campaigns scheduled for delivery December 29th through January 4th 2021:
  All data processing requests must be received by 10 AM on Monday, December 28th, 2020.

We will not be processing any updates received after the deadlines noted above.

Thank you for your understanding. Please reach out with any questions or concerns as soon as possible so we can plan and make any arrangements. You can open a ticket by email via desk@amplifinp.com or via the web at this link: https://desk.amplifinp.com/new-ticket

Happy Fundraising!

Regards,
Marco