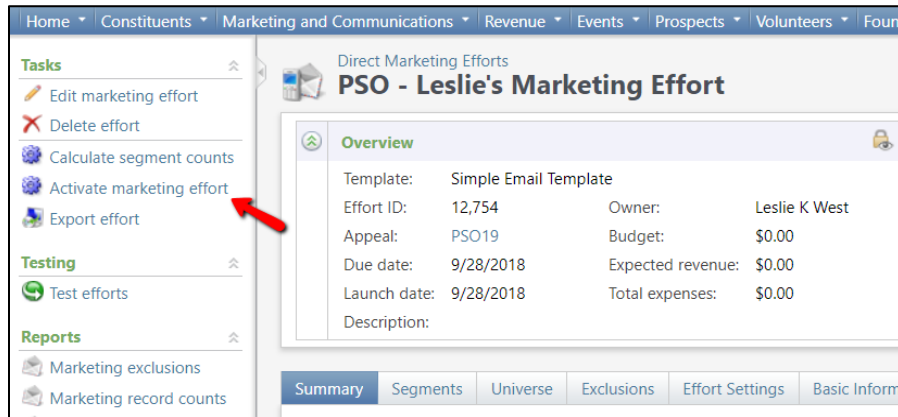


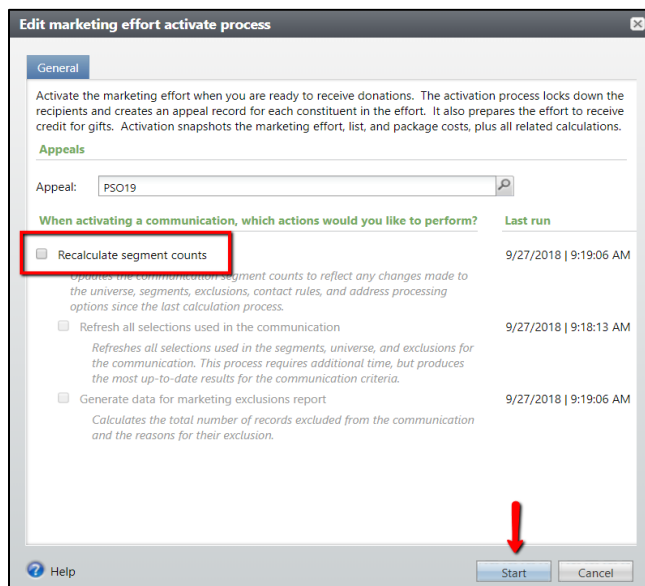
## How to Activate a Direct Marketing Effort

Your marketing efforts **MUST** be activated in order for constituent records to be tagged and for any revenue your effort earns to be attributed to the effort in GAIL.

**Step 1.** Within your marketing effort, click **Activate Marketing Effort** in the top left corner of the screen.



**Step 2.** When the new window appears, make sure your *Recalculate* box is unchecked, then click **Start**.



Congratulations, you've finished your marketing effort!

*This document was last updated on 7/9/2021.*