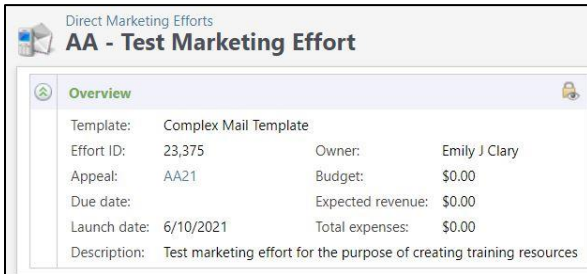


How to Add Seeds to a Marketing Effort

If you want to receive a copy of your email marketing effort but don't fall into the segment you're using, you can add yourself/your teammates as Seeds.

Step 1. Create your marketing effort.

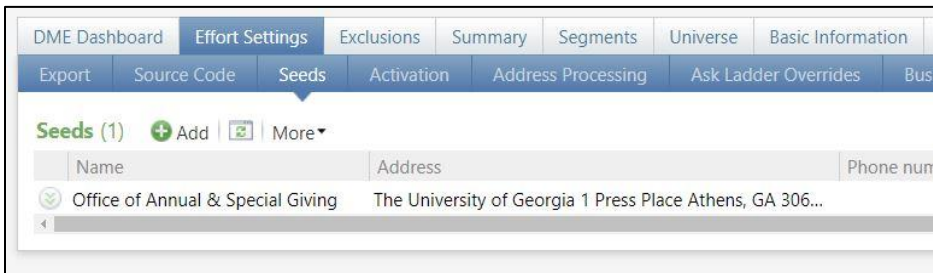


Direct Marketing Efforts
AA - Test Marketing Effort

Overview

Template:	Complex Mail Template		
Effort ID:	23,375	Owner:	Emily J Clary
Appeal:	AA21	Budget:	\$0.00
Due date:		Expected revenue:	\$0.00
Launch date:	6/10/2021	Total expenses:	\$0.00
Description:	Test marketing effort for the purpose of creating training resources		

Step 2. Open the **Effort Settings** tab. Then open the **Seeds** subtab. The Office of Annual and Special Giving is added as a seed in every marketing effort by default, you can ignore this. **Click Add.**



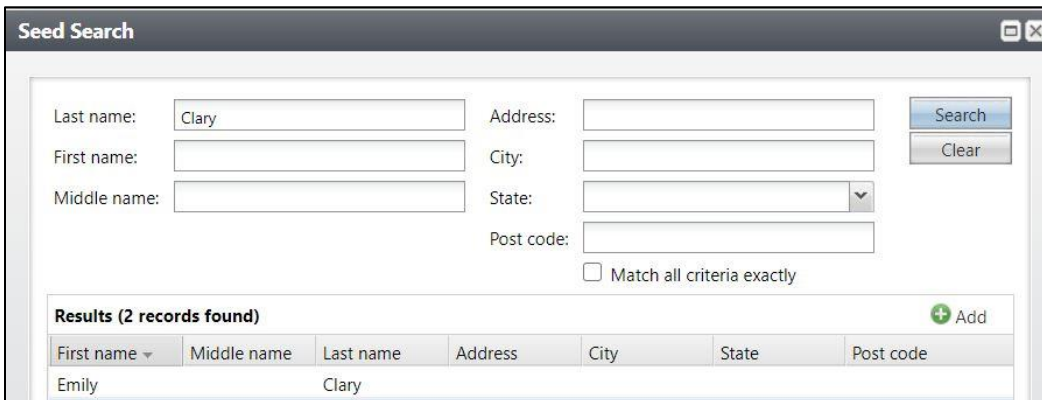
DME Dashboard | **Effort Settings** | Exclusions | Summary | Segments | Universe | Basic Information

Export | Source Code | **Seeds** | Activation | Address Processing | Ask Ladder Overrides | Busi...

Seeds (1) + Add | [icon] | More ▾

Name	Address	Phone num
Office of Annual & Special Giving	The University of Georgia 1 Press Place Athens, GA 306...	

Step 3. Search for the name of the person you want to add as a Seed. If the name and correct contact info pop up, click the name to add that person as a Seed.



Seed Search [Close] [X]

Last name: Address:

First name: City:

Middle name: State:

Post code:

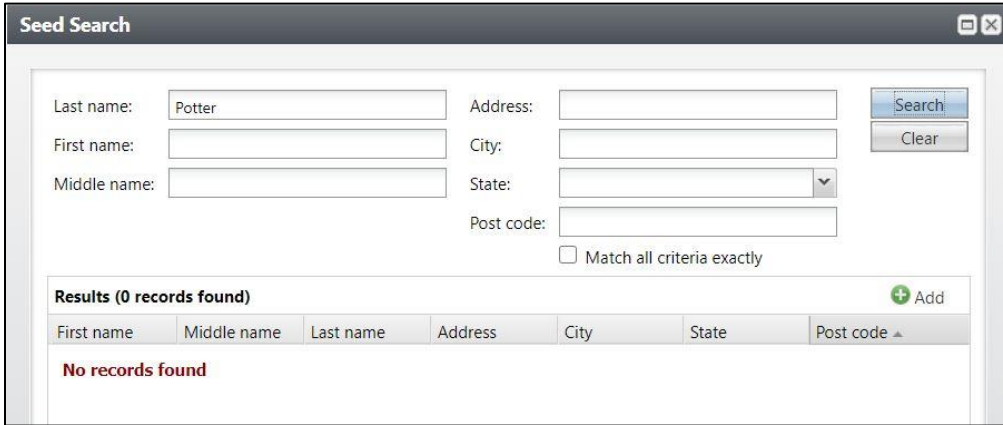
Match all criteria exactly

Results (2 records found) + Add

First name ▾	Middle name	Last name	Address	City	State	Post code
Emily		Clary				

If no results were found, continue to Step 4.

Step 4. If no results were found on your initial search, click **Add**. Seeds do not link up with constituent records so if a person has never been added as a Seed before, you're not going to find them the first time.



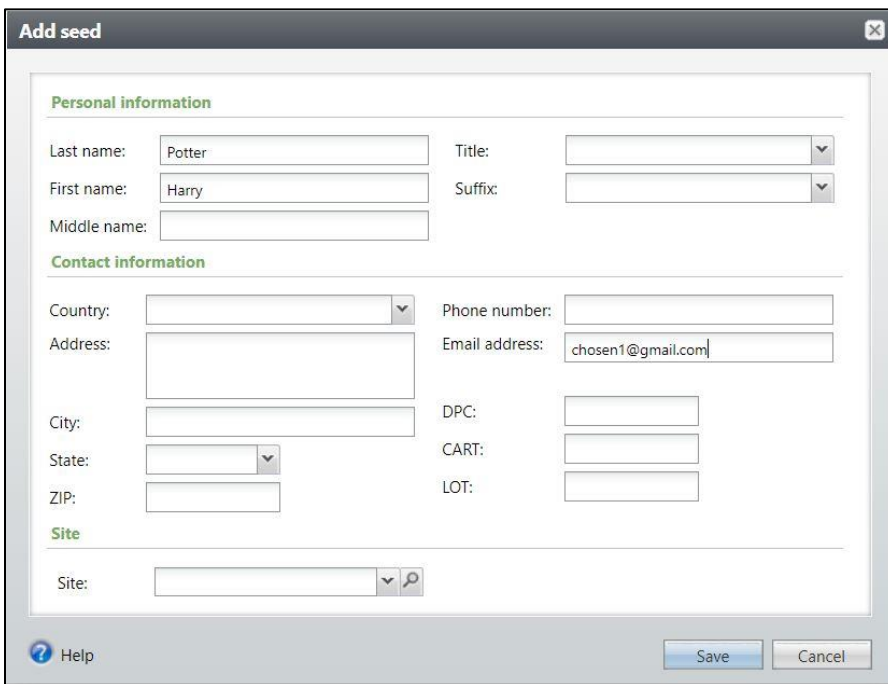
The 'Seed Search' window contains the following fields and controls:

- Last name:
- Address:
- Search:
- First name:
- City:
- Clear:
- Middle name:
- State:
- Post code:
- Match all criteria exactly

Results (0 records found)

First name	Middle name	Last name	Address	City	State	Post code
No records found						

Step 5. Fill in the person's name and email information. Click **Save**. Repeat steps as necessary until all Seeds have been added.



The 'Add seed' window contains the following sections and fields:

- Personal information**
 - Last name:
 - Title:
 - First name:
 - Suffix:
 - Middle name:
- Contact information**
 - Country:
 - Phone number:
 - Address:
 - Email address:
 - City:
 - DPC:
 - State:
 - CART:
 - ZIP:
 - LOT:
- Site**
 - Site:

Buttons:



The 'Seeds' list in the DME Dashboard shows the following data:

Name	Address	Phone number
Office of Annual & Special Giving	The University of Georgia 1 Press Place Athens, GA 306...	
Emily Clary		
Harry Potter		

This document was last updated on 7/7/21.