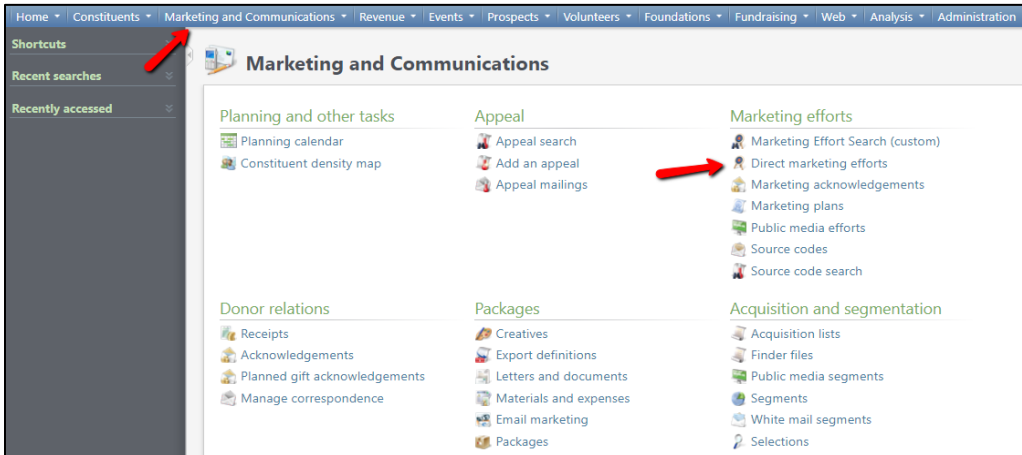# How to Copy a Marketing Effort

Important Note: You can only copy marketing efforts with matching channels. For example, you cannot copy an email marketing effort and change it to a postal mail marketing effort.

Step 1. Navigate to the marketing and communications functional area in GAIL and click **Direct Marketing Efforts.**

Step 2. Search for the marketing effort you want to copy. When you've found it in the results list, click the drop-down arrow next to the name and click **Copy**.
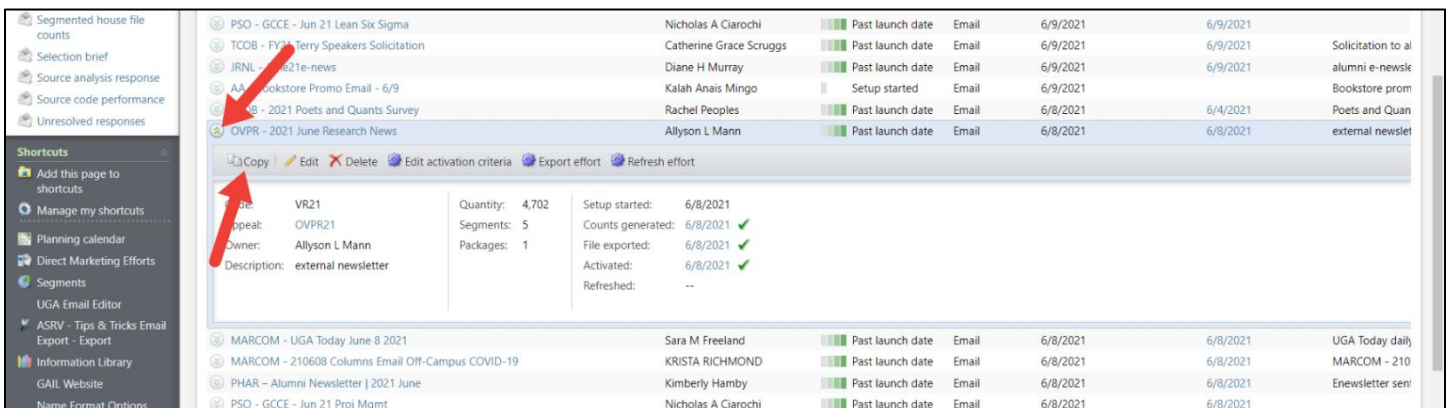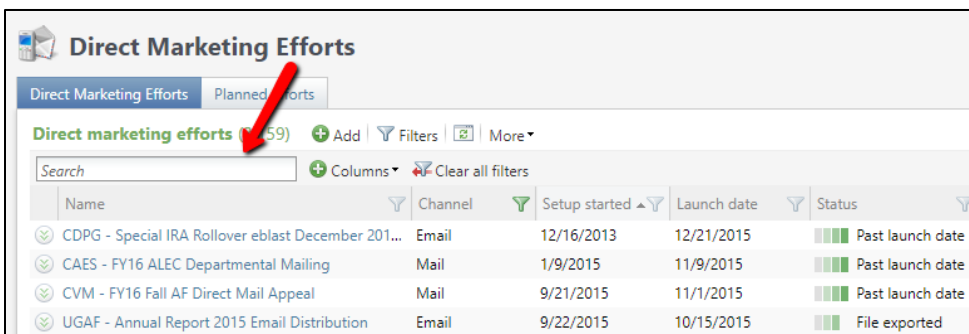
Step 3. Find your new copied marketing effort in the results list and click on it.

Step 4. Click **Edit marketing effort**.

Step 5. Update the general information to reflect the new marketing effort. Click **save** when finished. **Important note:** *Make sure your appeal ends with the correct fiscal year.*

Step 6. If you copied a marketing effort from a previous fiscal year, you will need to update the source code. Select the **DME Dashboard** tab and click **Edit** next to Source code.
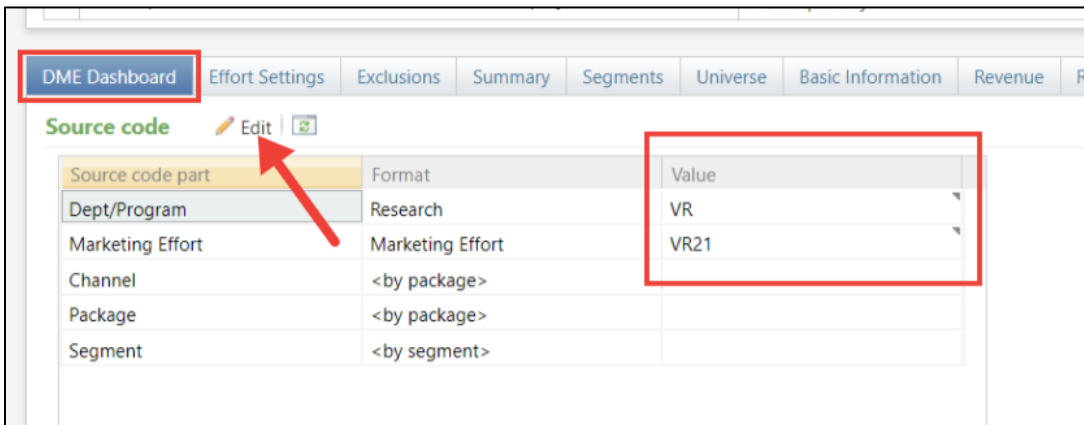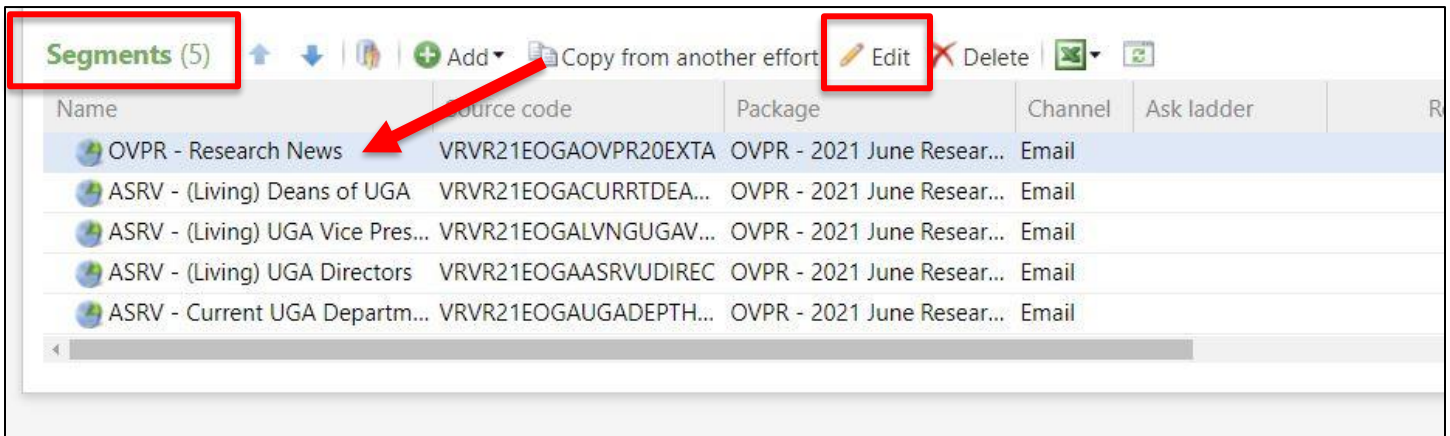

Step 7. Click into the value box next to marketing effort and adjust your **last two digits** to reflect the current fiscal year. Click **Save** when you are finished.
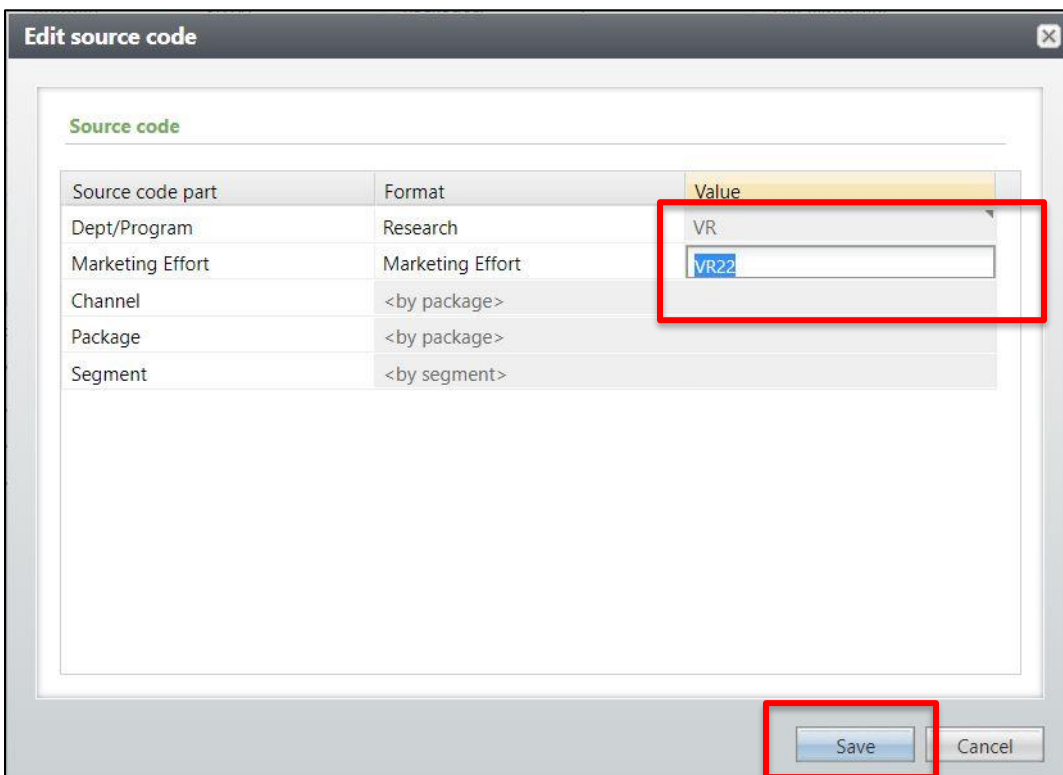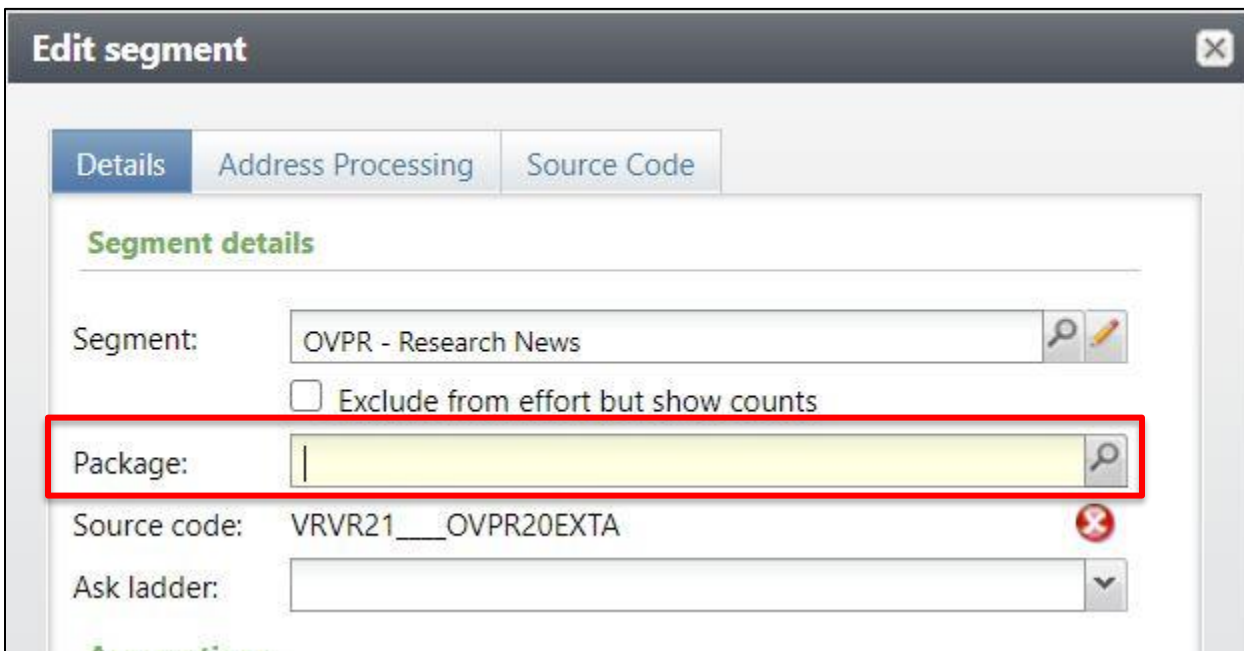
Step 8. Scroll to the bottom of your **DME Dashboard** tab and click the first segment in your list to highlight the row in blue, then click **Edit**.

Step 9. Highlight and backspace the name of the current package listed, then click the **magnifying glass** to create a new one.
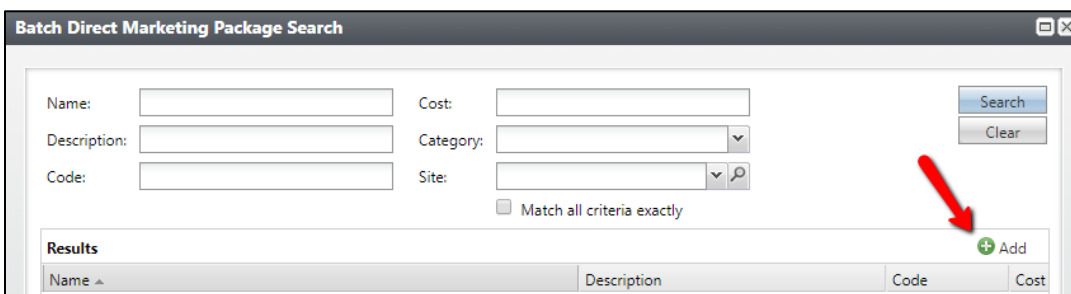
Step 10. In the new window, click the **Add** button.

Step 11. Fill out all the information for your new package. Click **Save**.

Step 12. The new package name will now show with your segment and the **Source Code** will have been updated. Click **Save**.

Step 13. If you have multiple segments, edit each them to replace the old package with the new package you have just created.
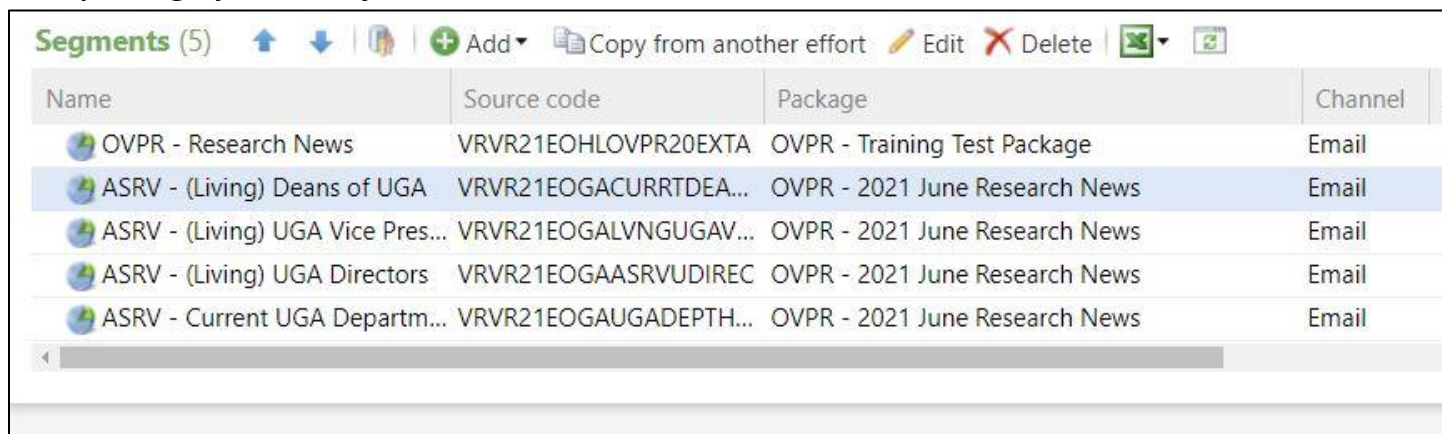
Segments (5)			
Name	Source code	Package	Channel
OVPR - Research News	VRVR21EOHLOVPR20EXTA	OVPR - Training Test Package	Email
ASRV - (Living) Deans of UGA	VRVR21EOGACURRTDEA...	OVPR - 2021 June Research News	Email
ASRV - (Living) UGA Vice Pres...	VRVR21EOGALVNGUGAV...	OVPR - 2021 June Research News	Email
ASRV - (Living) UGA Directors	VRVR21EOGAASRVUDIREC	OVPR - 2021 June Research News	Email
ASRV - Current UGA Departm...	VRVR21EOGAUGADEPTH...	OVPR - 2021 June Research News	Email

Step 14. Once you have updated the package for each segment in your marketing effort, you may continue with **Calculating**, **Exporting**, and **Activating** the effort.

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