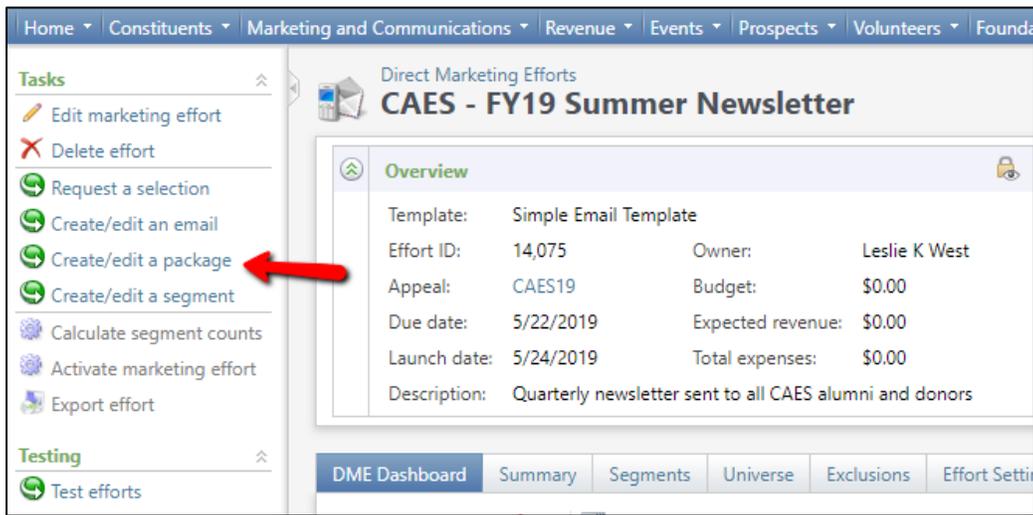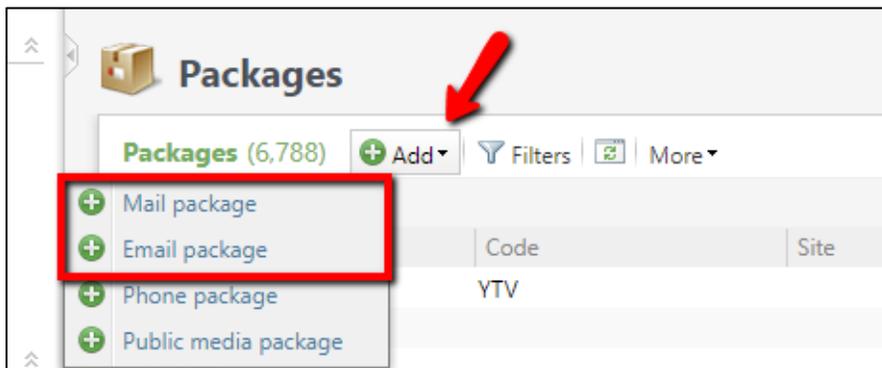# How to Create a Package (Marketing Efforts)

Step 1. Within your marketing effort tasks bar, click **Create/edit a package**.

Step 2. Click **Add** and choose either **mail package** *or* **email package**.


Step 3. If you are processing an **email marketing effort**, click into the *Message* field (located at the bottom) and search for and select the name of the email you already created in GAIL. If you are processing a **postal mail marketing effort**, you can leave these fields blank unless you have a unit-specific Export Definition you'd like to use. The marketing effort will assign an Export Definition for you.
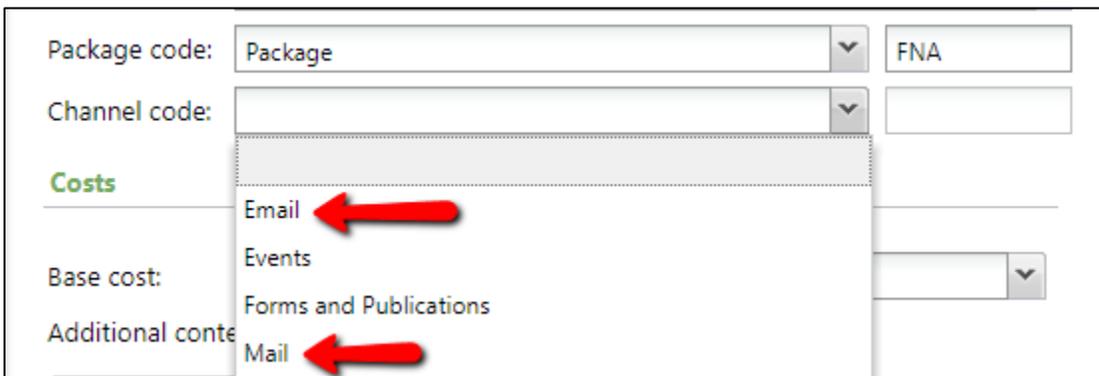
Step 4. Name your package and add a brief description about the marketing effort. Unless you're sending multiple emails, *your package name should be identical to your marketing effort.* Select your school/unit from the site drop-down menu and choose School/Unit in the category field.
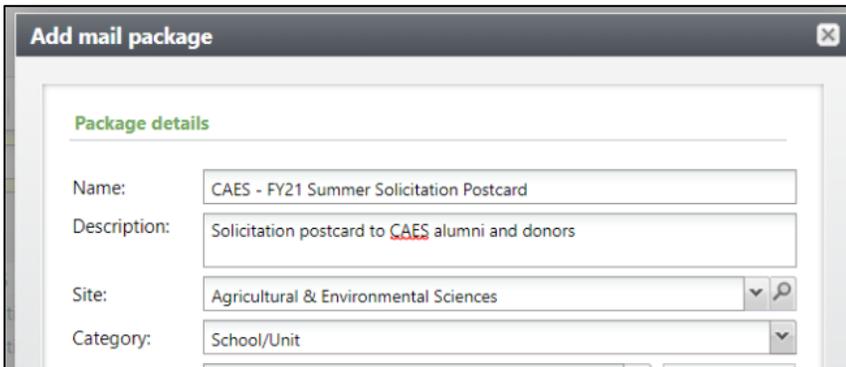
Step 6. In the *Package Code* drop-down menu, select **Package**. This will generate a random 3-letter code. Then, click into the *Channel Code* drop-down menu and select either **Email** or **Mail.**

Step 7. Click **Save** when you are finished.

Important Note: Once you have completed this step, you have now anchored your email to a specific package. If you go back and edit your email in GAIL, you do **not** need to re-attach the email to your package. The package will always reflect the most updated version of your email.

File last updated on 6/4/21.