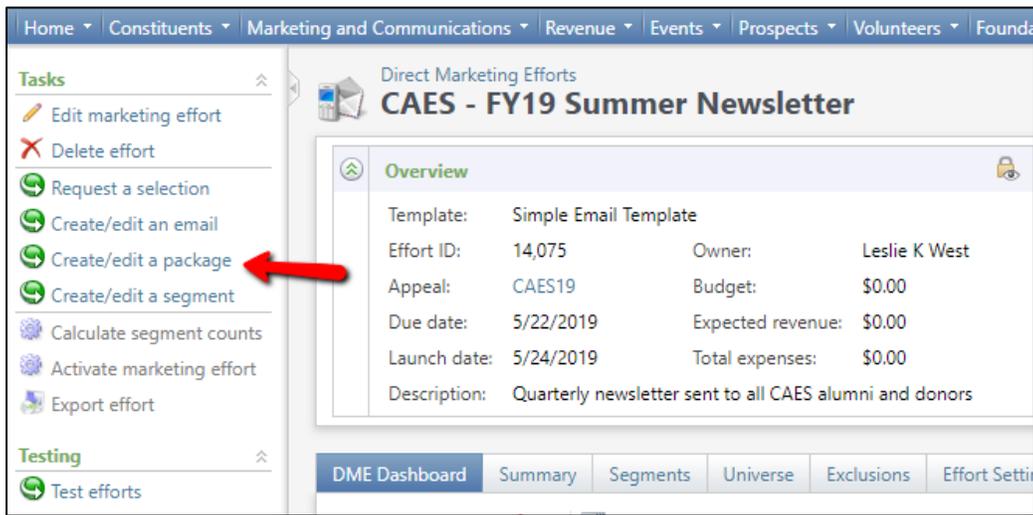
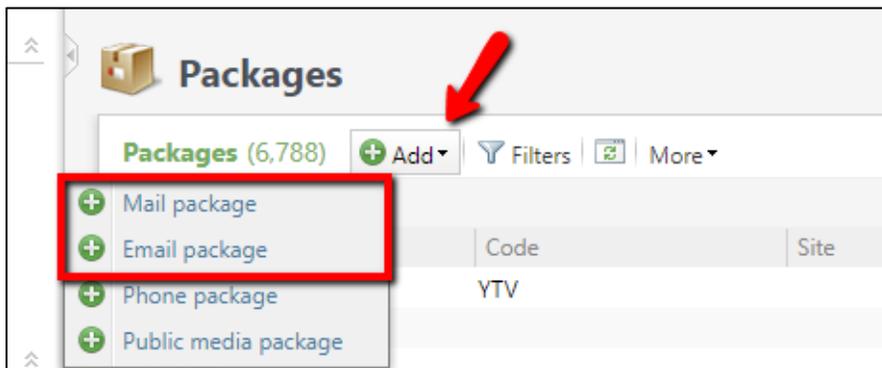


# How to Create a Package (Marketing Efforts)

**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**.



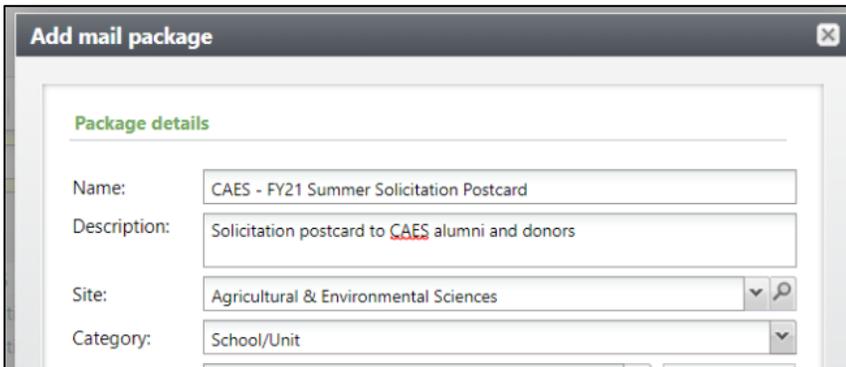
**Step 3.** If you are processing an **email marketing effort**, click into the *Message* field (located at the bottom) and search for and select the name of the email you already created in GAIL. If you are processing a **postal mail marketing effort**, you can leave these fields blank unless you have a unit-specific Export Definition you'd like to use. The marketing effort will assign an Export Definition for you.

Primary content

Message:

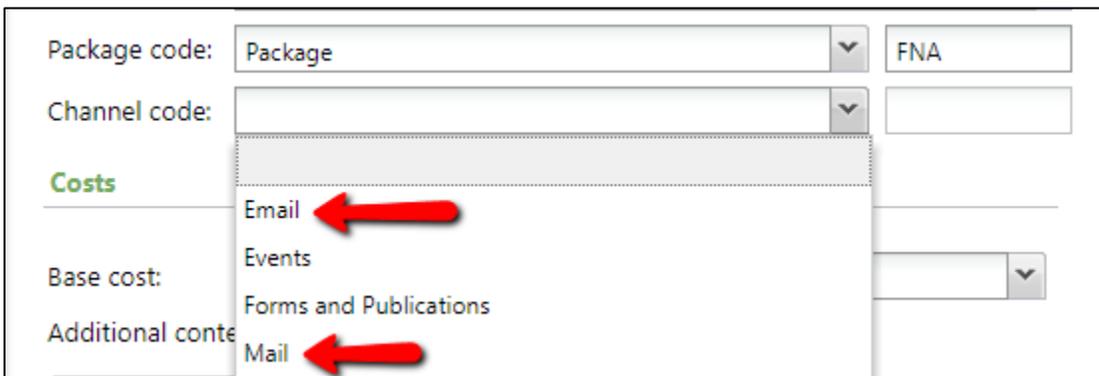
Export definition:

**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.



The screenshot shows a window titled "Add mail package" with a close button in the top right corner. Below the title bar is a section labeled "Package details" in green. It contains four input fields: "Name:" with the text "CAES - FY21 Summer Solicitation Postcard"; "Description:" with the text "Solicitation postcard to CAES alumni and donors"; "Site:" with a dropdown menu showing "Agricultural & Environmental Sciences" and a search icon; and "Category:" with a dropdown menu showing "School/Unit".

**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**.



The screenshot shows the "Costs" section of the form. It includes a "Package code:" dropdown menu with "Package" selected, a text input field with "FNA", a "Channel code:" dropdown menu, and a "Base cost:" dropdown menu. A dropdown menu is open over the "Channel code:" field, showing options: "Email", "Events", "Forms and Publications", and "Mail". Red arrows point to the "Email" and "Mail" options. The "Additional content:" field is partially visible at the bottom left.

**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.*