How to Activate a Direct Marketing Effort

Activating your marketing effort signals to GAIL that the effort is live. GAIL will tag all the constituents’ records with the communication and it will open the effort up to start receiving any donated revenue.

**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*. 