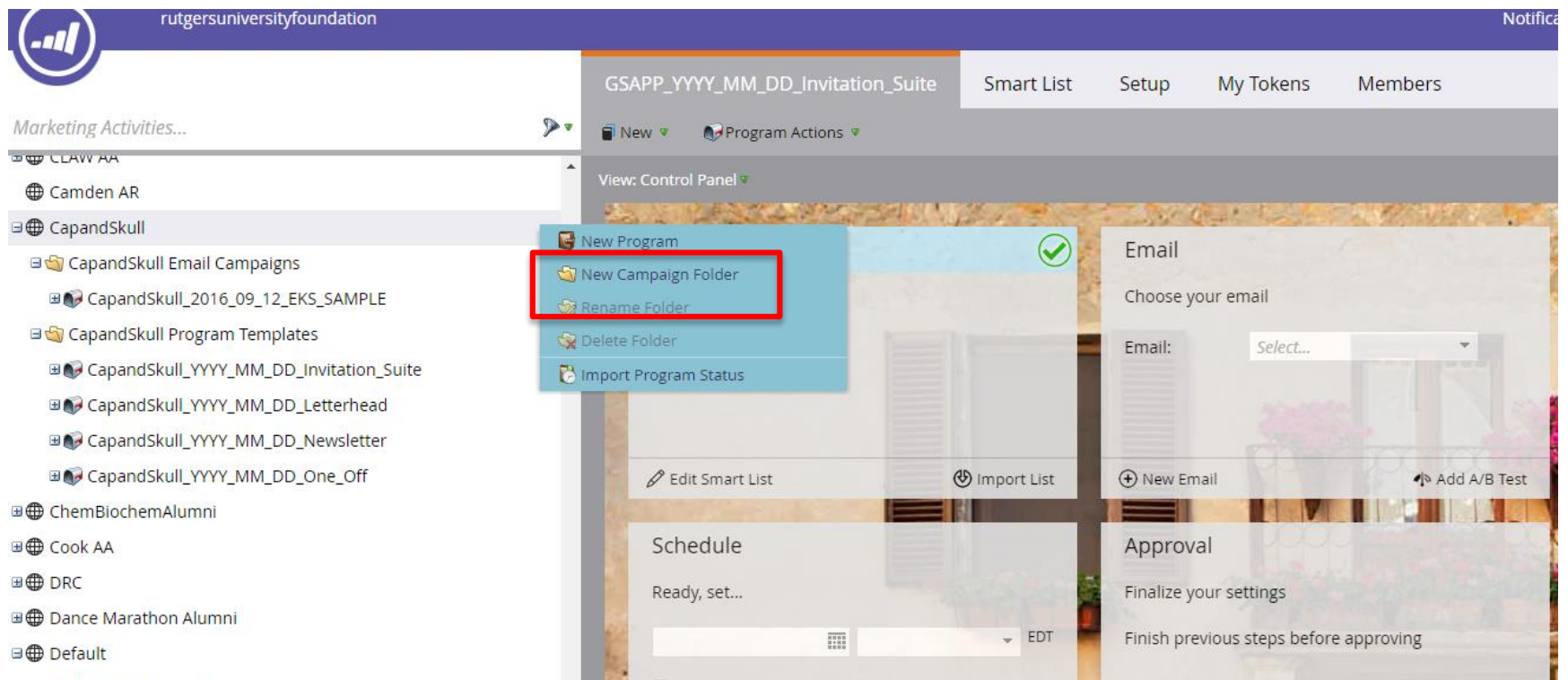


Complete Your Training

To complete your training, send a sample email to your volunteer staff partner, then **archive** your training exercise.

To begin archiving, right click on your workspace (globe icon) to **create a New Campaign Folder**



Name the folder with your group name and 'Archive'

The screenshot shows the 'Marketing Activities...' dashboard for 'rutgersuniversityfoundation'. The left sidebar lists various folders, with 'Cap and Skull Archive' highlighted in orange. The main content area displays the details for this folder, including sections for 'Smart Campaigns', 'My Tokens', and 'Results'. An email table is partially visible on the right.

Email Name ▲	Sent	Delivered	% Del

Drag any programs you created in training into the folder to clean up your workspace.

The screenshot displays the Rutgers University Foundation marketing activities interface. The left sidebar, titled "Marketing Activities...", shows a hierarchical list of folders and programs. The "Cap and Skull Archive" folder and its sub-item "CapandSkull_2016_09_12_EKS_SAMPLE" are highlighted with a red box. The main content area shows the "Cap and Skull Archive" folder selected, displaying "Smart Campaigns" and "My Tokens" sections. The "Smart Campaigns" section includes a sub-section for "Email" with an "Email Name" dropdown.

Your workspace is now cleaned up and ready for use, once your sample email and confidentiality document are received by your staff partner.

Marketo Reminders

- **Never** edit the smart list or email asset in a template. **Always clone first.**
- Name your programs using the **Workspace_YYYY_MM_DD_Freeform_Entry** format
- Always start the program name with the acronym used in your program templates
- Reach out to your Volunteer Engagement staff partner with questions or issues.
- Visit ralumni.com/marketo for a downloadable copy of this training, as well as other step by step and troubleshooting guides.