



Cross-promotion of messages helps Disability.gov enhance lives, encourage independence



Client Situation

Disability.gov is a website managed by the Department of Labor's Office of Disability Employment Policy (ODEP) that contains disability-related resources on programs, services, laws and regulations to help people with disabilities lead full, independent lives. With an over-arching vision of connecting the disability community to information and opportunities, new resources are added daily. There is a consistent need for a communication solution that offers personalized communications with Americans with disabilities, their families, veterans, educators, and employers.

Solution

In April 2005, Disability.gov implemented a digital communication management solution, offering an enhanced experience for all visitors. ODEP uses GovDelivery to leverage email and innovative Web 2.0 technologies to support its mission. The website's email subscription service offers subscriptions to the Disability Connection newsletter, Disability.gov blog and Twitter update, as well as news and event updates related to employment benefits, health and education, as well as 280 more subscription topics.

Results

Disability.gov has grown its subscription service to deliver information to more than 208,000 subscribing individuals. Since launch, more than 34-million messages have made their way to subscribers' email inboxes. The top subscription topic is Benefits News and Events, reaching 103,000 people with each update.

Disability.gov has dramatically increased its reach by collaborating with 21 other agencies, including the U.S. Department of Labor, Social Security Administration, U.S. Access Board, and Minnesota Governor's Council on Developmental Disabilities. The GovDelivery Network allows the Office of Disability Employment Policy to cross-promote its content and offer more topic options to its audience, leveraging the subscriber base of these related government entities and improving the subscriber experience.

In September 2009, Disability.gov was awarded for its *Excellence in Communications* after launching the GovDelivery service to engage stakeholders and increase its reach to new subscribers by more than 1,000%.

