

GovDelivery eNewsletter

GovDelivery's eNewsletter feature is ideal for government organizations looking for a cost-effective and easy way to reach citizens. Sending newsletters through email saves time and money, ensures subscribers get the latest news and information, and saves budget on printing, paper and postage. GovDelivery reduces traditional newsletter publication and sending costs with a return on investment of 200% or more possible in the first year.

EASY-TO-USE. EASY SETUP.

Newsletter functionality is part of GovDelivery Digital Subscription Management, a Software-as-a-Service (SaaS) or hosted solution. This means there is no software to install and setup is simple; software updates are instantly available to users since the application is hosted on a SaaS platform.

HOW THE GOVDelivery ENEWSLETTER FEATURE WORKS:

1. Choose "Send Newsletter" tab in GovDelivery.
2. Select recipients:
 - Recipients' email addresses can be imported or collected during the GovDelivery sign-up process.
 - May choose subscribers of relevant topics or create a specific eNewsletter mailing list.
3. Choose an HTML template.
4. Enter copy into template and select pictures to be uploaded. Font colors and styles may be changed.
5. Choose to populate the eNewsletter Table-of-Contents.
6. Preview, approve and send eNewsletter.

"We are always working to provide information to the public as efficiently and effectively as possible. By moving to an electronic format, we can provide many more issues with more timely information for a fraction of the cost of a print newsletter."
 -Curtis Miles, Deputy General Manager
 Regional Transportation Commission (NV)

