



GovBenefits.gov is a partnership of Federal agencies with a shared vision - to provide improved, personalized access to government assistance programs. GovBenefits strives to leverage the Internet in connecting citizens to government benefit program eligibility information, and utilizes GovDelivery® Email and Digital Subscription Management service to drive citizens back to their website when relevant information is updated.

GovBenefits.gov's NEEDS

1. Use the Internet to connect citizens to government benefit program eligibility information.
2. Streamline the process for email outreach by providing visitors with the ability to automatically opt-in or opt-out of updates, cutting down on the amount of time spent on list management.
3. Continue to add programs and increase the number of subscription items available to become the single source for Federal, state, and local government benefit programs.

SOLUTION

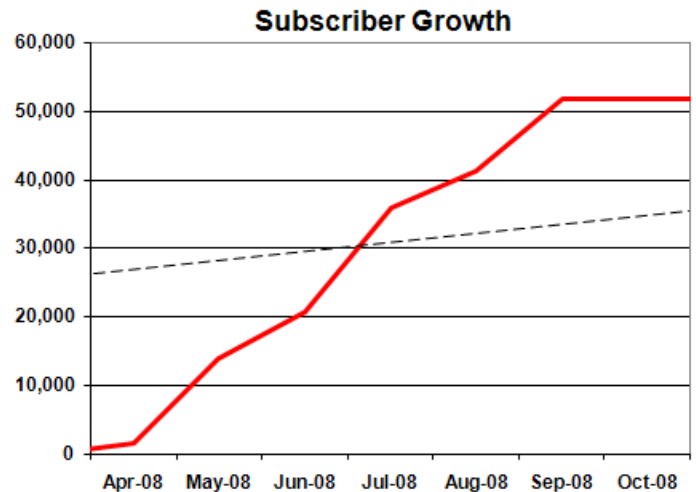
GovBenefits selected GovDelivery to automatically send email and digital alerts when information is updated on the Website.



Web visitors click on links located throughout the site to register to receive specific alerts on more than 1,000 subscription items.

Visitors can now subscribe to specific pages of GovBenefits.gov information and receive instant updates when any changes are made to those pages.

RESULTS



Since launching GovDelivery in April 2008 GovBenefits has:

- Sent more than **463,000 emails**.
- Registered more than **51,000 citizens**, subscribing to an **average of over 78 topics** each.
- Incorporated **1,009 specific subscription items** including:
 - Disaster Housing Assistance
 - Rural Housing: Housing Repair Loans and Grants
 - Educational Programs
 - GovBenefits' quarterly e-Newsletter and more...

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GovDelivery, Inc. is the world's leading provider of government-to-citizen email and wireless communication solutions designed specifically for the public sector and is used by organizations worldwide, including the U.S. Departments of Labor, State, Agriculture, and Commerce, U.K. Parliament, Norwich City Council (U.K.), Washington D.C., California Department of Insurance, Oregon Department of Human Services, Macomb County (MI), City of St. Paul (MN), and many more.



To learn more about GovDelivery, visit www.govdelivery.com; email info@govdelivery.com; call U.S. 866-276-5583 or U.K. 0800 032 5769