



The Federal Bureau of Investigation’s (FBI) mission is to help protect citizens, their communities, and their businesses from the most dangerous threats facing our nation. The FBI looked to GovDelivery® Email and Digital Subscription Management to help them with their mission by communicating time-sensitive information to citizens, local law enforcement agencies, and other partners quickly, efficiently, and in a cost-effective manner.

FBI’s NEEDS

1. Improve public outreach and awareness of FBI investigations and initiatives by offering citizens, federal, state, municipal, and international law enforcement agencies, and partners the ability to sign up for highly specific email updates.
2. Improve public participation in apprehending fugitives.
3. Increase communication and cooperation with state and local law enforcement officials.
4. Increase FBI website usage.

SOLUTION

The Federal Bureau of Investigation selected GovDelivery, a web-based solution that monitors websites for information updates and automatically generates email and text message updates when changes are detected on designated webpages.



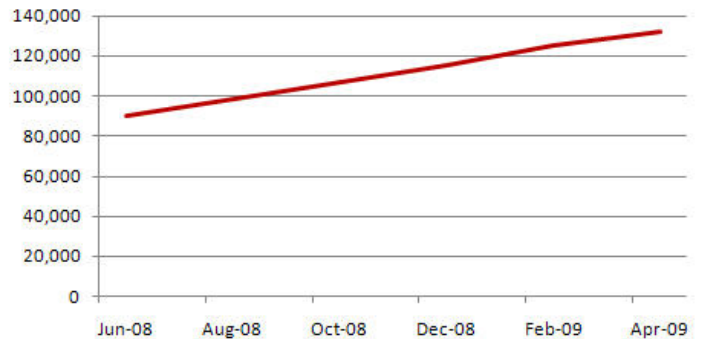
Website visitors click on links designated by red envelopes to register to receive specific updates on nearly 185 different items.

“These alerts give us the ability to communicate quickly and directly with the news media, law enforcement and the public when there is breaking news or a crisis. In at least one case, an email alert led to publicity that helped capture a wanted fugitive. That’s the power of this service--by keeping the public and our partners better informed, we’re better able to solve crimes and prevent terrorist attacks.”

John Miller, Assistant Director for Public Affairs, FBI

RESULTS

FBI Subscriber Growth



Since launching GovDelivery in October 2006, the FBI has:

- Signed up **123,000+** subscribers.
- Sent more than **124 million emails**
- Implemented text message alerts on the most time-sensitive topics.
- Incorporated more than 185 unique subscription items, including:
 - New E-Scams & Warnings
 - Crime Alerts
 - Most Wanted Fugitives **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;
 e-mail info@govdelivery.com; call U.S. 866-276-5583 or U.K. 0800 032 5769