



The Treasury Department is the executive agency responsible for promoting economic prosperity and ensuring the financial security of the United States. Members of the media and the U.S. public look to the department for information regarding the economy and financial markets, in addition to taxes and health savings accounts. The Department of Treasury utilizes GovDelivery to keep both of its major stakeholder groups informed with the latest updates.

TREASURY'S NEEDS

1. Offer an enterprise-wide system where citizens can manage their email subscription preferences for all Treasury agencies in one place.
2. Organize and automate the dissemination of information.
3. Reach the its media stakeholders and the public more effectively by growing the subscriber base and offering updates on more topics by subscription.

SOLUTION

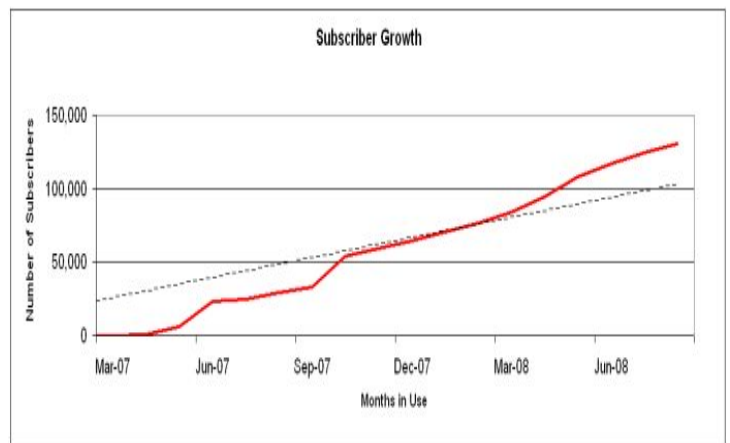
The U.S. Department of Treasury selected GovDelivery, a web-based solution that monitors websites for content updates and automatically generates email alerts when changes are detected on designated webpages.



Web visitors click on links located throughout the site to register to receive specific alerts on topics of interest.

Treasury deployed GovDelivery through an enterprise-wide license to improve digital communication with the public. The results thus far have been impressive. As it plans for the future, Treasury can further leverage GovDelivery with broader rollout and use with social media.

RESULTS



Since launching GovDelivery in February 2007 the Department of Treasury and affiliated agencies have:

- Sent **more than 68 million emails**
- Signed up more than **213,000 subscribers**.
- Achieved a rate of **more than 17,000 new subscribers per month**.
- Implemented GovDelivery with no additional hardware, software, or staff required.
- Incorporated more than 95 specific subscription items including:
 - Press Releases
 - Auction Information and Bid Results
 - Economic Statistics
 - International News **and more...**

Updated February 2009

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



The Department of Treasury initially launched GovDelivery® Email and Digital Subscription Management across 7 different offices — use of GovDelivery continues to expand. Altogether, the Department offers more than 280 topics by subscription.

Department of Treasury Enterprise-wide Deployment

Treasury Agencies and Affiliated Websites Currently Using GovDelivery:

Below are examples of the 280+ subscriptions offered by the Department of Treasury:



Financial Crimes Enforcement Network (FinCEN)

<http://www.fincen.gov/>

Topics available through FinCEN include:

- Advisories
- Rulings
- Strategic Plans



Alcohol and Tobacco Tax and Trade Bureau (TTB)

<http://www.ttb.gov/>

Since launching GovDelivery, TTB has:

- Sent more than **1.4 million emails**
- Signed up more than **33,000 subscribers**
- Offered updates on more than 75 unique topics

Bureau of Engraving & Printing (BEP)

<http://www.bep.treas.gov/>

Topics available through BEP include:

- Uncut Currency
- Announcements
- Training & Education

Internal Revenue Service (IRS)

<http://www.irs.gov/>

Since launching GovDelivery, the IRS has:

- Sent more than **44 million emails**
- Signed up more **420,000 subscribers**
- Offered updates on tax tips & statistics

GovDelivery is also being used by:

- [Treasury Inspector General for Tax Administration](#) (TIGTA)
- [Community Development Financial Institutions Fund](#) (CDFI)

Updated February 2009