



**GovDelivery** keeps your citizens up-to-date on specific information that is relevant to them. Email or wireless alerts are sent proactively when updates occur on your website.

**GovDelivery**®

#### **How GovDelivery works**

GovDelivery is the only comprehensive email and digital subscription management system designed specifically for the public sector. It is a web-based solution that monitors websites for content updates and automatically generates email or wireless alerts when changes are detected on designated web pages. Email alerts can go directly to subscribers or an administrator for approval and routing. Of course, emails can also be sent manually at any time.

#### **GovDelivery Benefits**

##### **Tells citizens when new information is available**

You spend time, energy, and money creating information for your website; GovDelivery makes sure that citizens know the information is available.

##### **More powerful than email list software**

GovDelivery allows you to provide 10 to 40 times more subscription options, and generate 300% to 1,100% more subscribers than email list software.

##### **100% compatible with current systems for seamless integration**

GovDelivery is web-based so you don't have to change the way you are managing content or user information.

##### **Easy implementation; Complete automation; Simple administration**

With no hardware or software to install, GovDelivery setup can take less than 10 days. Automated web page monitoring and email (or wireless) alert processes coupled with simple administration tools allow you to quickly scale the system across all offices with minimal training.

##### **Tangible and real ROI (Return on Investment)**

GovDelivery helps reduce marketing and paper document costs with a typical ROI of 200% in the first year.

Email is the #1 use of the Internet. Source: *Pew Internet and Life Project*

# Proactive Citizen Communication

*“Being able to communicate directly with consumers, health care professionals, and the regulated industry about the safety of our food supply and medical products is critical to FDS’s ongoing commitment to protecting the public health. Email is the leading use of the Internet, and this service strengthens FDS’s ability to keep its audiences informed quickly and effectively.”*

-Andrew C. von Eschenbach, Commissioner of Food and Drug, FDA

**GovDelivery has been implemented across 300 unique government entities, including:**

- **Federal agencies**
  - Federal Emergency Management Agency (FEMA)
  - United States Food & Drug Administration (FDA)
  - United States Department of Transportation (USDOT)
- **State Agencies**
  - State of Indiana (State-wide implementation)
  - Minnesota Department of Health
  - Idaho Department of Fish & Wildlife
- **County Governments**
  - Douglas County, Colorado
  - Oakland County, Michigan
- **City Governments**
  - Riverside, California
  - Washington, DC
- **Transit Authorities**
  - Bay Area Rapid Transit, California
  - TriMet, Oregon
- **United Kingdom (UK)**
  - The United Kingdom Parliament
  - UK Highways Agency

The screenshot shows the FDA website interface for signing up for recall email updates. It includes the FDA logo, navigation links, and a section titled 'Recalls, Market Withdrawals and Safety Alerts'. A red circle highlights the link 'Sign up for Recall email updates'. Below this, there is a search bar for Class I recalls and a list of recent recalls. A second red circle highlights the 'E-mail Updates' section, which includes a welcome message and a form to enter an email address and optional password. A third red circle highlights the 'Quick Subscribe' section, which offers various subscription options like 'Animal & Veterinary Health', 'Biologics', 'Color Additives', etc., with checkboxes for selection.