



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 250 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. On the left, under 'Recalls, Market Withdrawals and Safety Alerts', there is a link 'Sign up for Recall email updates' circled in red. Below this, there is a search bar for 'Search Only Class I Recalls'. On the right, there is a 'Quick Subscribe for fda@test.govdelivery.com' section with various checkboxes for subscription topics like 'Animal & Veterinary Health', 'Biologics', etc. At the bottom, there is an 'E-mail Updates' form with an 'E-mail Address' field circled in red and a 'Go' button. The form also includes a 'password' field and a 'Go' button. Below the form, there are three numbered steps: 1. Click link to sign up for specific updates, 2. Enter email and optional password, 3. New users select additional subscriptions.