

The Idaho Department of Fish & Game (IDFG) is committed to protecting the fish and wildlife populations of Idaho through the control and enforcement of hunting, fishing, and trapping laws. To do so, IDFG must proactively communicate new laws and regulations to residents and visiting sportsmen. Visit fishandgame.idaho.gov to see how Idaho Fish & Game uses GovDelivery[®] Email and Digital Subscription Management to enhance communication and improve service to citizens.

Solution Benefits

Resident Benefits:

Personalization

Give citizens what they want, how and when they want it.

- ✓ Subscribers have access to more information that is delivered directly to them. (No need to search out information.)
- ✓ Signup process allows citizens to choose how they would like to receive their updates, via email, text message or RSS.

Agency Benefits:

Automation

Streamline the process of communicating new information to the public.

- ✓ Use GovDelivery to automatically deliver email and text message (SMS) alerts to citizens when content updates occur.

Deliverability

Utilize proven delivery infrastructure.

- ✓ 98% of emails sent through GovDelivery make it to recipients' inboxes.

Idaho "Fish and Game E-mail Updates" – How it Works

Subscription Signup Process:

1. Citizen clicks on the "Fish and Game E-mail Updates" link and logo, located on the homepage and throughout the IDFG website.



2. Citizen enters and confirms email address, and enters an optional password.

3. Citizen chooses the topics of interest from one subscription page.

Automation of Email Delivery:

When the IDFG's "Current News Releases" page is updated an email is automatically created and delivered to subscribers of this topic.

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Subscriptions Available

IDFG uses email and digital subscription management to communicate with stakeholders on more than **35 unique subscription topics** including:

- Big Game Season and Rules
- Fishing Tournament Schedule
- *Windows to Wildlife* Newsletter
- Commission Meeting Schedule
- Magic Valley Region Fishing Report
- Idaho Record Fish
- **And More...**

Other State Clients

Idaho Department of Environmental Quality

Indiana Department of Natural Resources

Oregon Fish & Wildlife
Oregon Department of Environmental Quality

Texas Parks & Wildlife

Texas Commission on Environmental Quality (TCEQ)

Washington DNR Forestry

For a complete list of clients, visit www.govdelivery.com/clients.php

Enhanced Customer Service through GovDelivery's Questions Feature

Questions

To get a better understanding of how you get information from Fish and Game and provide the information you are interested in, please answer the following:

How often do you visit the Fish and Game website?

I am interested in
 Hunting Fishing Other

How do you get information about Fish and Game?
 Newspaper TV Radio Website Sports Groups Other

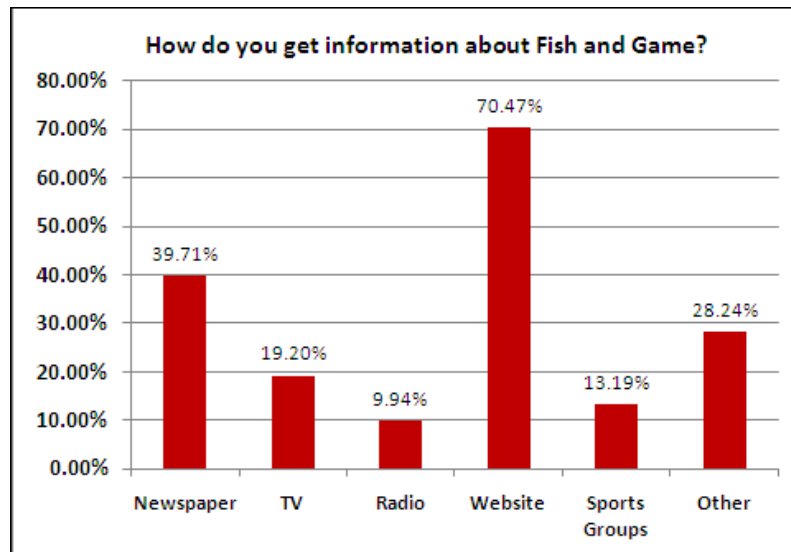
Do you have a
 Hunting license Fishing license Neither

Do you
 hunt deer hunt elk hunt other big game hunt upland game hunt waterfowl fish warm water species fish cold water species fish salmon and steelhead watch / photograph nongame none of the above

I am a

[Help](#) - [Privacy Policy](#)

Agencies can set 'Questions' up to be asked of all subscribers or just those subscribing to specific topics. 'Questions' can be classified as optional, a subscriber can receive email alerts without answering all questions, or required.



*Percentages do not add up to 100 as respondents were able to choose more than one answer, if applicable.

The GovDelivery Questions (subscriber segmenting) feature collects information from Idaho Fish & Game subscribers as they sign up to receive email alerts. The graph (left) shows the results of one question used on the website.

Using the responses of its subscribers IDFG is able to further segment email communication, ensuring message relevancy and citizen satisfaction.

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