



The Idaho Department of Fish and Game (IDFG) is committed to protecting fish and wildlife populations through the control and enforcement of hunting, fishing, and trapping laws. GovDelivery Email Subscription Management met the department's needs to communicate time-sensitive information to hunters and fishers quickly, efficiently, and in a cost-effective manner and to gather demographic and psychographic information on website visitors.

"As the demand for information about Idaho's hunting and fishing opportunities grew, we realized the need to improve communication with our residents as well as with visitors to our state. Implementing this state-of-the-art technology allows us to make new information available to sportsmen more quickly and more efficiently than ever before – and best of all, our subscribers can select the information they want to receive." - Roger Fuhrman, Former IDFG Communications Chief

IDAHO FISH & GAME'S NEEDS

1. Add an additional communication channel to Idaho residents and out-of-state visitors on new fishing and hunting related information.
2. Capture additional demographic and psychographic information on email update subscribers to better understand and serve customer needs.
3. Provide an email subscription service without adding additional staff or equipment.

SOLUTION

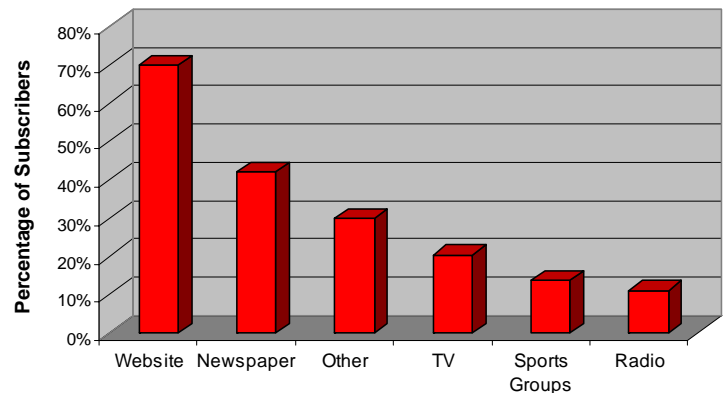
Idaho Department of Fish & Game selected GovDelivery, a web-based solution that monitors websites for content updates and automatically generates email alerts when changes are detected on designated webpages.



Web visitors click on links located throughout the site to register to receive specific email alerts.

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

Media Used by Subscribers to Get Information on Idaho Fish & Game*



* Percentages do not add up to 100% because respondents could select more than one answer. Statistics are as of October 2006.

RESULTS

Since launching GovDelivery in December 2004 IDFG has:

- Sent more than **4.1 million emails** to subscribers.
- Used the *Questions* feature to gather additional information on website visitors.
- Registered nearly **48,000 subscribers**.
- Incorporated **38 unique and specific subscription items** including:
 - Big Game Season and Rules
 - Fishing Tournament/Contest Schedule
 - Regional Fishing Reports
 - *Windows to Wildlife* Newsletter

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.