

GovDelivery eNewsletter

GovDelivery's eNewsletter feature is ideal for government agencies looking for a cost-effective and easy way to reach residents. Sending newsletters through email saves time and money, ensures citizens get the latest news and information, and saves budget on printing, paper and postage. GovDelivery reduces traditional newsletter publication and sending costs with an ROI of 200% or more possible in the first year.

"We are always working to provide information to the public as efficiently and effectively as possible. By moving to an electronic format, we can provide many more issues with more timely information for a fraction of the cost of a print newsletter."

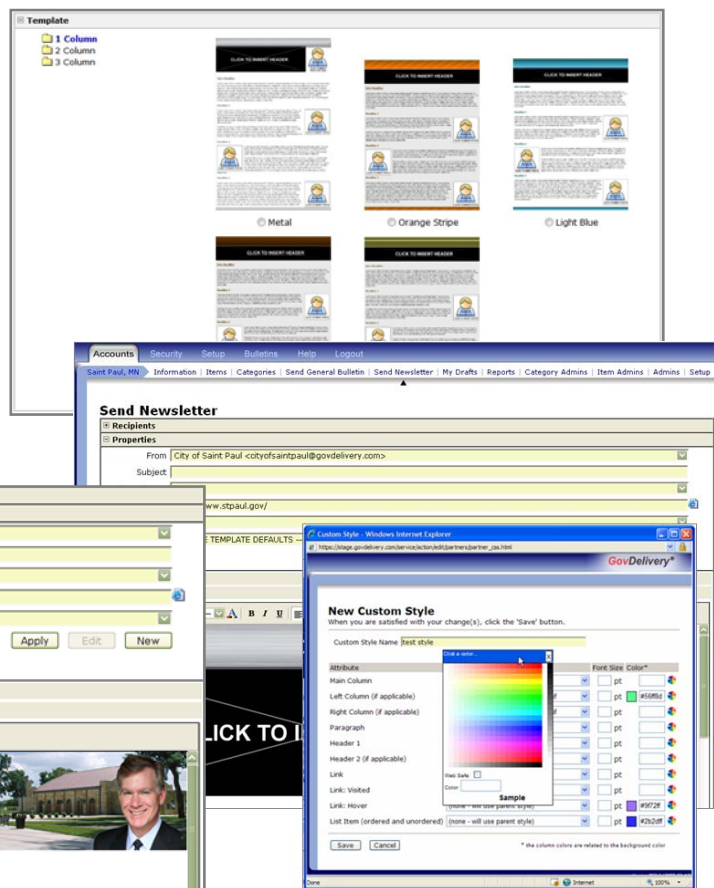
—Curtis Miles, Deputy General Manager, Regional Transportation Commission (NV)

Easy-to-use. Easy setup.

Newsletter functionality is part of the GovDelivery Email and Digital Subscription Management system, a Software-as-a-Service (SaaS) or hosted system. This means no software to install and setup is simple. You also get the latest software updates instantly since the application is hosted on a SaaS platform.

How the GovDelivery eNewsletter feature works:

1. Choose "Send Newsletter" tab in GovDelivery.
2. Select recipients:
 - Recipients' email addresses can be imported or collected during the GovDelivery sign-up process.
 - May choose subscribers of relevant topics or create a specific eNewsletter mailing list.
3. Choose an HTML template.
4. Enter copy into template and select pictures to be uploaded. Font colors and styles may be changed.
5. Choose to populate the eNewsletter Table-of-Contents.
6. Preview, approve and send eNewsletter.



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