Maximize your connections with the public

Are you struggling to improve communications while facing massive budget cuts?

Are you concerned about increasing public engagement with your organization?

Are you being pressed to reach more people to drive measurable results and mission value?

Find answers with GovDelivery Digital Communication Management (DCM). GovDelivery DCM allows public sector organizations to get the word out to citizens and stakeholders more effectively than ever before.

YOUR ORGANIZATION CAN ACHIEVE VERY REAL ROI AND SUCCESS WITH GOVDELIVERY DCM:

- **300% to 1100%** more subscribers than through typical email list software
- Typical ROI of **200%** in the first year with reduced printed mail and postage costs
- Drive measurable results by transitioning the public to online services and promoting engagement activities, from flu shots to license renewals

WHO

Over **450 government organizations** use GovDelivery DCM, including more than half of major Federal agencies (Department of Homeland Security, Department of Defense, U.S. Treasury, Disability.gov, etc.)

WHAT

GovDelivery DCM allows you to manage your digital communications in **one system**, leveraging your existing website content as well as information posted in other channels to build your audience and streamline management of proactive communication by email, SMS/text messaging and social media.

WHY

Customers are using GovDelivery DCM to develop and send more than **1 billion messages** per quarter. This robust solution allows you to reach more people and drive your citizens and stakeholders to online and offline activities that create the most value for your agency and the public.

Do you want to learn more? Contact us at 1-866-276-5583 or at info@govdelivery.com to find out why GovDelivery DCM is used by *more than 450 government organizations* across the U.S. and Europe.

Mission:
Maximize direct connections with the public through digital communications

Effectiveness · Efficiency · Engagement

GovDelivery maximizes your direct connections with the public by:

- Increasing your **effectiveness** by helping you reach more people
- Improving your **efficiency** by automating complex communications
- Enhancing your organization's **engagement** with the public by driving mission value

govDELIVERY®
get the word out.

Public sector communication is undergoing an incredible transformation. Government organizations that adopt innovative technologies can capitalize on this transformation to create mission value and cost savings opportunities.

GovDelivery DCM helps public sector organizations like yours accelerate their direct communications with the public in order to drive measurable benefits. Find out what your peers in government have achieved with GovDelivery DCM by reaching dramatically more people, automating complex communications and driving mission value through deeper engagement.

Oakland County, Michigan has experienced great success since the launch of GovDelivery DCM, achieving an estimated **ROI of more than $200,000** on printing and postage alone! Additionally, the county was able to avoid $75,000 in cost to build a system with automation, personalization, and delivery capabilities equal to that of GovDelivery's solution.

The State of Indiana undertook a complete website redesign, with the aim of rolling 100 separate branch agency websites under one portal. The entire state government now utilizes email and wireless alerts as an integral part of their Web and communications strategy. GovDelivery DCM has had a direct impact on the realized value for users and for the bottom line; it is estimated that larger state agencies will save an average of $8,000 annually, with smaller agencies saving an estimated $2,000 annually with a total annual **savings of nearly $200,000.**

Minnesota Department Health wanted to utilize email notifications to better communicate health-related information to state residents and reduce printing and mailing costs on 10-15 specific newsletters that were costing the department more than $315,000 per year. With GovDelivery DCM in 2004 MDH has found a cost-effective way to send more than 7.2 million email updates to nearly 35,000 residents; the Facilities Compliance Section of the department alone has **saved $15,000 annually.**

The Wisconsin Department of Natural Resources has established a system capable of communicating with nearly 140,000 subscribers simply, quickly and efficiently. GovDelivery DCM helps the WI DNR deliver targeted messages on more than 375 unique topics to interested citizens. Employees are able to strategize new outreach opportunities while knowing that their citizens are receiving important information digitally. WI DNR had a **cost savings of $100,000 in the first three months** with GovDelivery DCM.

STATE OF INDIANA

Within the first six month's of the site's launch, the state saw a return on investment between $200,000 and $250,000 through reduced postage, printing and mailing costs, and the state has seen annual savings of nearly $200,000.

-Robert Paglia, IN.gov

WISCONSIN DNR

"Within one hour, we generated more revenue than we did in weeks with the old method. People here were elated – we had reduced a truckload of work processing checks as well as printing and mailing costs."

- Margie Damgaard, Wisconsin DNR

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