Empowering government to create better lives for more people.

USING EMAIL TO DRIVE REVENUE AND REACTIVATE LAPSED ANGLERS

Natalie Fedie, VP of Customer Success
100% GOVERNMENT FOCUSED
TRUSTED BY OVER 1,500 GOVERNMENT AGENCIES
OVER 140 MILLION GOVDELIVERY SUBSCRIBERS
NEW BUSINESS OPENINGS
FASTER TAX COLLECTION
REDUCE GESTATIONAL DIABETES
INCREASE FLU SHOTS
REDUCE SPREAD OF INVASIVE SPECIES
INCREASE LITERACY
REDUCE HOMELESS VETERANS
INCREASE VOTER TURNOUT
REDUCE TEXTING WHILE DRIVING
SELL MORE FISHING LICENSES
INCREASE ACCESSIBILITY
REDUCE DRUNK DRIVING
INCREASE COLON CANCER SCREENING
GROW JOBS
SUPPORT RECYCLING
ENGAGE PUBLIC IN LEGISLATION
INCREASE NEIGHBORHOOD WATCH
GROW THE ECONOMY
REDUCE CAR TOWING AFTER WEATHER EMERGENCY
REDUCE SUICIDES
INCREASE FOSTERING
EVENT ATTENDANCE
CAMPING PERMITS
DISASTER ASSISTANCE
SCHOOL CLOSURES VOLUNTEERS
AGING HEALTH PET ADOPTION
LIBRARY USAGE JOB TRAINING
TAX RENEWAL SHELTERS EVACUATION NOTIFICATION
HUNTING LICENSES
FAMILY SERVICES
INCREASED MEMBERSHIP REDUCED POLLUTION
NATIONAL PARKS FARM SERVICES
SAFETY EDUCATION HOUSING PROGRAMS
FOOD SAFETY
GOVERNMENT IS AT A CROSSROADS

THE RIGHT PATH FORWARD IS UNCLEAR...
THIS IS NOT THE SAME OLD CHALLENGE

- Retiring Experienced Workforce
- Citizen Expectations Rising
- Budget Pressures Tightening
- Unprecedented Technology Change
THE RIGHT PATH FORWARD REQUIRES A CHANGE IN DIRECTION

76%

Digital technologies are disrupting the public sector.

13%

On track to keep pace with the constant transformation.
STEPS TO TRANSFORMING THE CITIZEN EXPERIENCE

1. Define Outcomes
2. Expand Reach
3. Choose Right Channel
4. Choose Right Content
5. Drive Outcomes

Transform the Citizen Experience
• What outcome is your organization trying to achieve?
• How are you growing your audience today?
• What channels do you currently use?
• What types of messages do you send?
• Are you satisfied with your current results?
IMPLEMENTATION TIPS

**Step 1: Reach**
- Leverage your database
- Add an Overlay
- Maximize the Network

**Step 2: Engage**
- Target Your Audience with Segmentation
- Increase Campaign Engagement with Testing and Reporting
- Connect with New Audience Members via Text

**Step 3: Convert**
- Measure and Track Downstream Metrics
REACH
LEVERAGE YOUR DATA BASE

- Manual Uploads
- Application Programming Interface (APIs)
- 1:1 Targeted Messaging Integration
EXTENDING THE PLATFORM VIA API

Subscriptions APIs

- Create subscriber subscriptions
- Update subscriptions
- Update subscriber profile information via Question Responses
- Can be automated - weekly/daily batch job

Bulletins APIs

- Automatically send alerts from CMS upon creation completion
- Create and hold draft bulletin
- Trigger alerts from internal system
API DATA FLOW DIAGRAM

Data Flow Process from Client System to Communications Cloud

1. User input this can be a web form
2. Capture name, email,.. Into db
3. Process data from db into XML
4. Make API to GovDelivery
5. GovDelivery accepts request and payload
GovDelivery's Targeted Messaging System (TMS) delivers and tracks 1:1 transactional emails and texts.

- Scalable, reliable, secure
- Email + SMS
- Reporting
- FedRAMP compliant
- Communications Cloud integration

Documentation: developer.govdelivery.com
NY DEPT. OF MOTOR VEHICLES

GOAL:
Digitize transactions to save postage costs & modernize citizen experience

SOLUTION:
Send targeted emails for online transactions including:
✓ Registration confirmations
✓ License reminders
✓ Registration renewal reminders
✓ Inspection reminders

RESULTS:
✓ 5.5M messages/year
✓ $1M saved in postage costs
✓ 28 minutes of wait time saved (average per person)
Overlay Impact Overview: Overlays are small windows on website landing pages that have been proven to be a simple and effective tool for growing an audience.
THE POWER OF THE NETWORK
Texas partners see a 53% growth in subscribers just from the network.
ENGAGE
SEGMENT YOUR AUDIENCE

<table>
<thead>
<tr>
<th>Questions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Please answer the following questions. Access your subscriber preferences to update your subscriptions, modify your password or email address without adding subscriptions.</td>
</tr>
<tr>
<td>What is your zip code?</td>
</tr>
<tr>
<td>Which City do you live in?</td>
</tr>
<tr>
<td>What is the company you work for?</td>
</tr>
<tr>
<td>What is your first name?</td>
</tr>
<tr>
<td>What is your job title?</td>
</tr>
<tr>
<td>What is your last name?</td>
</tr>
</tbody>
</table>

Capture subscriber data when they sign up
Deadlines for two Drawn Hunt categories are coming up in the next two weeks, so apply today!

WEDNESDAY, NOVEMBER 4 is the deadline for E-Postcard Quail

WEDNESDAY, NOVEMBER 11 is the deadline for Archery Exotic

You can apply multiple times in the same category (but only once per area). You have until 11:59 p.m. central time on the date of the deadline to submit your application.

More deadlines will be coming up for other hunt categories throughout the year. Don’t delay, apply today!

Your last opportunities for Drawn Hunts are coming up this month, so apply today!

MONDAY, DEC. 7 is the deadline for these 5 categories:
- Feral Hog
- Guided Bighorn Sheep Hunt
- Guided Gemsbok Hunt Package
- Guided Scimitar-Horned Oryx
- Youth Only Exotic

TUESDAY, DEC. 15 is the deadline for E-Postcard Multi-Species

WEDNESDAY, DEC. 30 is the deadline for these 5 categories:
- E-Postcard Feral Hog
- E-Postcard Youth/Adult Feral Hog
- Spring Turkey
- Youth Only Feral Hog
- Youth Only Spring Turkey

You can apply multiple times in the same category (but only once per area). You have until 11:59 p.m. central time on the date of the deadline to submit your application.

APPLY FOR HUNTS
Reach people where they are with the technology that’s already in their pocket, 24/7.
Why Text Messaging?

** >90% of American adults own cell phones and ¾ of them (73%) send and receive text messages.**

**55%** of Americans who exchange more than 50 messages a day say they would rather get a text than a call.

**109 average messages exchanged on a normal day for cell owners between the ages of 18 and 24.**

**2-3x more text sent by African-Americans and Hispanic than Caucasian audiences.**

**those with lower levels of income and education text more often than those at the higher end of the income and education scale.**

**Pew Research**
### NOTIFY + REMIND
Send notifications & reminders. Import contacts, or integrate an existing DB or CRM

**EXAMPLE**

### RECRUIT + ENROLL
Spread the word about your programs. Qualify leads with a few quick questions.

**EXAMPLE**
“HPI works with the city to offer free repairs to keep your home warm and safe. Answer 5 quick Qs to see if you qualify.”

### SURVEY
Invite anyone to text in. Get concise, actionable feedback in 5-8 questions.

**EXAMPLE**
“Is your child still wearing the glasses?”

### TEACH
Send tips or exercises by text for persistent, bite-sized education

**EXAMPLE**
“Today your child learned about dinosaurs in class. Ask them what their favorite was, and why.”
Fish, Games and Parks Use Cases

Capture feedback from park visitors and summer-programs participants.

Increased volunteerism and engagement with outdoor activities. Query anglers, hunters and boaters on their experience level. Ask experts if they would teach a class and beginners if they would attend a class.

Hunter safety quiz

Real-time location based information on fish restocking, available campsites, park openings and more.
Did you get the expected result?

DRIVE OUTCOMES
CONTINUE TO MAKE STRIDES FORWARD
6 KEY FOCUS AREAS FOR SUCCESS

**Required Outcomes**
Aligning their communications or engagement activities with their strategic priorities to achieve their desired outcomes

**Investing in Technology and Maximizing Investments**
Leveraging the appropriate digital communications channels and technical solutions and achieving desired outcomes

**Reach and Engagement**
Reaching a pre-defined target audience that is fully engaged

**Capabilities and Capacity**
Sustaining appropriate staff capacity and the expertise needed to achieve programmatic or organizational goals

**Analyzing Outcomes**
Accessing metrics and reports to make data-driven decisions to continuously improve their ability to drive desired outcomes

**Requirements and Accountability**
Implementing security requirements and holding staff accountable for the safety and integrity of their data
DIGITAL ENGAGEMENT MATURITY MODEL

1 - EMERGING
- Low alignment on desired outcomes
- Limited awareness of the importance of reach
- Aging, legacy and inefficient solutions
- Not reporting on outcomes

2 - PROFICIENT
- Occasional outcomes focus
- Initial focus on audience growth and understanding
- Shared strategy but little measurement
- Defined tech needs
- Tracking upstream metrics (clicks, follows, subscribers)

3 - EXPERIENCED
- Importance of reach prioritized
- Audience acquisition and segmentation strategy aligns with organizational priorities
- Dedicated digital marketing tools and playbooks
- Using data to improve outcomes and measure ROI

4 - EXPERT
- Ability to reach key audiences at scale and aligned with org goals
- Measuring and celebrating improvement of outcomes
- Integrated into citizen’s lives to improve outcomes
- Measuring ROI from organizational and citizen perspective
RECRUIT, RETAIN, AND REACTIVATE

FISH, GAME & NATURAL RESOURCE PARTNER BENEFITS

Fish, game & natural resource agencies partner with GovDelivery to drive increased revenue from license purchases and renewals, enhance public awareness of conservation efforts and improve customer satisfaction through efficient digital engagement.

- Recruit new customers locally and attract new non-resident customers to drive increased revenue
- Retain existing customers and drive increased customer satisfaction and engagement
- Re-engage lapsed customers to drive increased participation in conservation and outdoor programs
KEY TAKEAWAYS

Step 1: Assess Digital Engagement Efforts

Step 2: Align Digital Communications With Strategic Priorities for 2017

Step 3: Execute Digital Communications Strategies to Impact Outcomes

Step 4: Report on Your Success
THANK YOU!