

Tips and Tricks For Using Email To Drive Engagement



@jenniferkaplan
@govdelivery
#RBFFworkshop



Why email? Let's look at the stats....



72%



21%



19%



22%



17%



91%



But social still plays a role...





Email is the Foundation of
the Digital Relationship

GovDelivery by the numbers...



1,000+ Public sector clients

70M+ Individuals worldwide

6B+ Messages delivered yearly

30K New people sign up daily

Natural Resource Partners



MISSOURI
DEPARTMENT OF
NATURAL RESOURCES



WASHINGTON STATE DEPARTMENT OF
Natural Resources

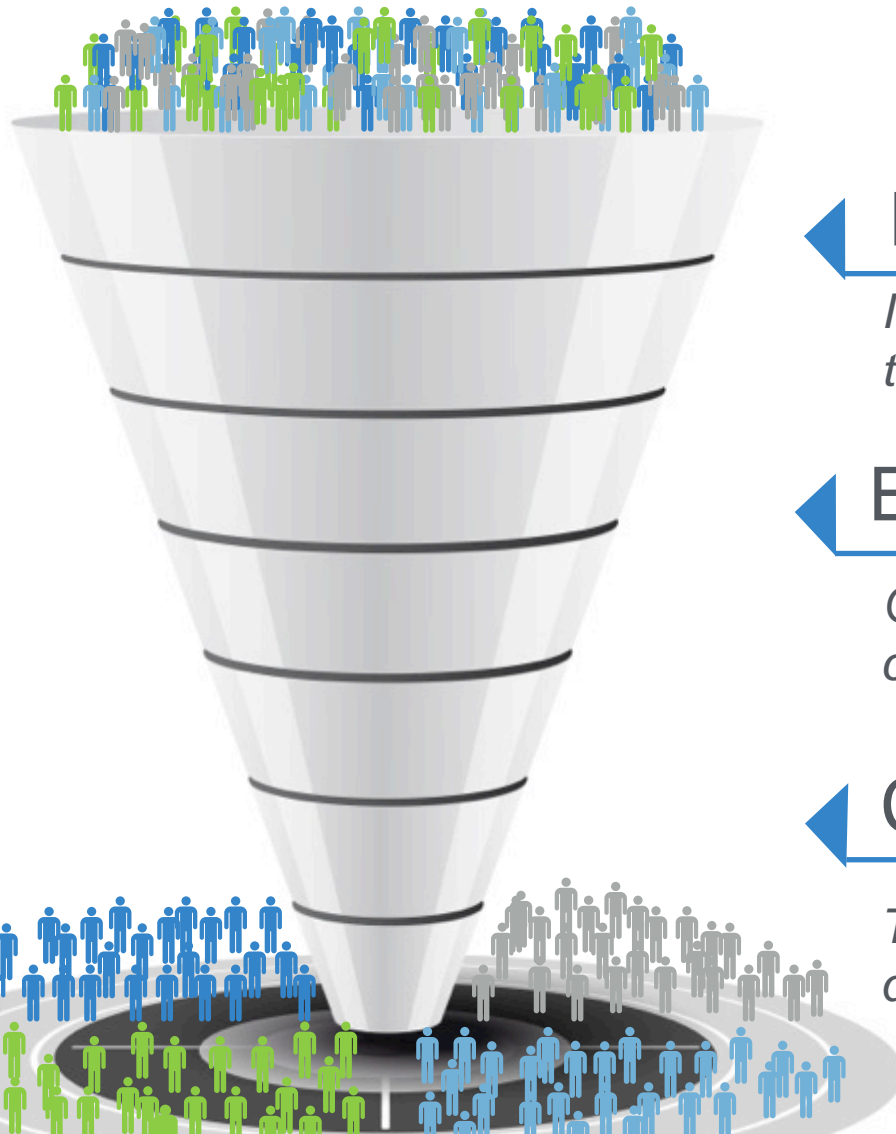


GEORGIA

DEPARTMENT OF NATURAL RESOURCES



Citizen Engagement Funnel



Reach

Increase communications impact through audience growth.

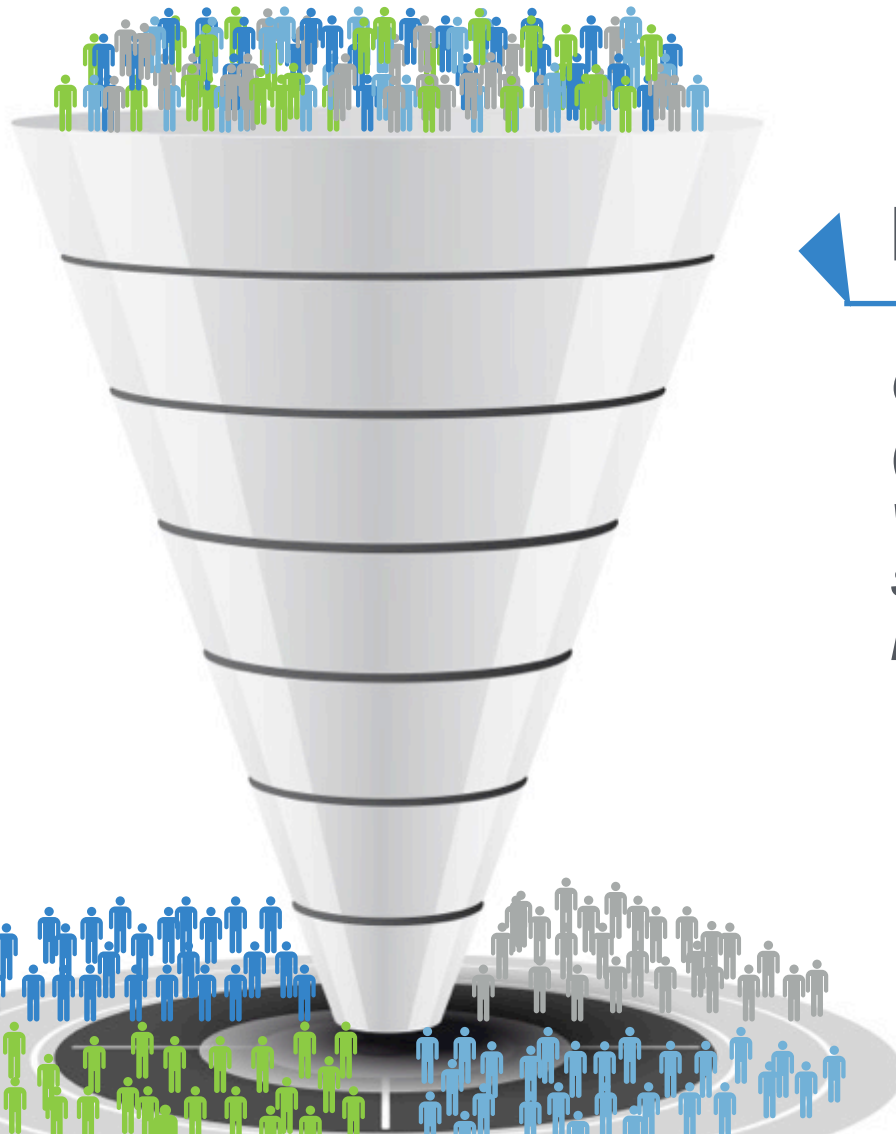
Engage

Optimize every digital interaction for a consistently engaged audience.

Convert

Targeted and customized touch points drive real action from your audience.

Citizen Engagement Funnel



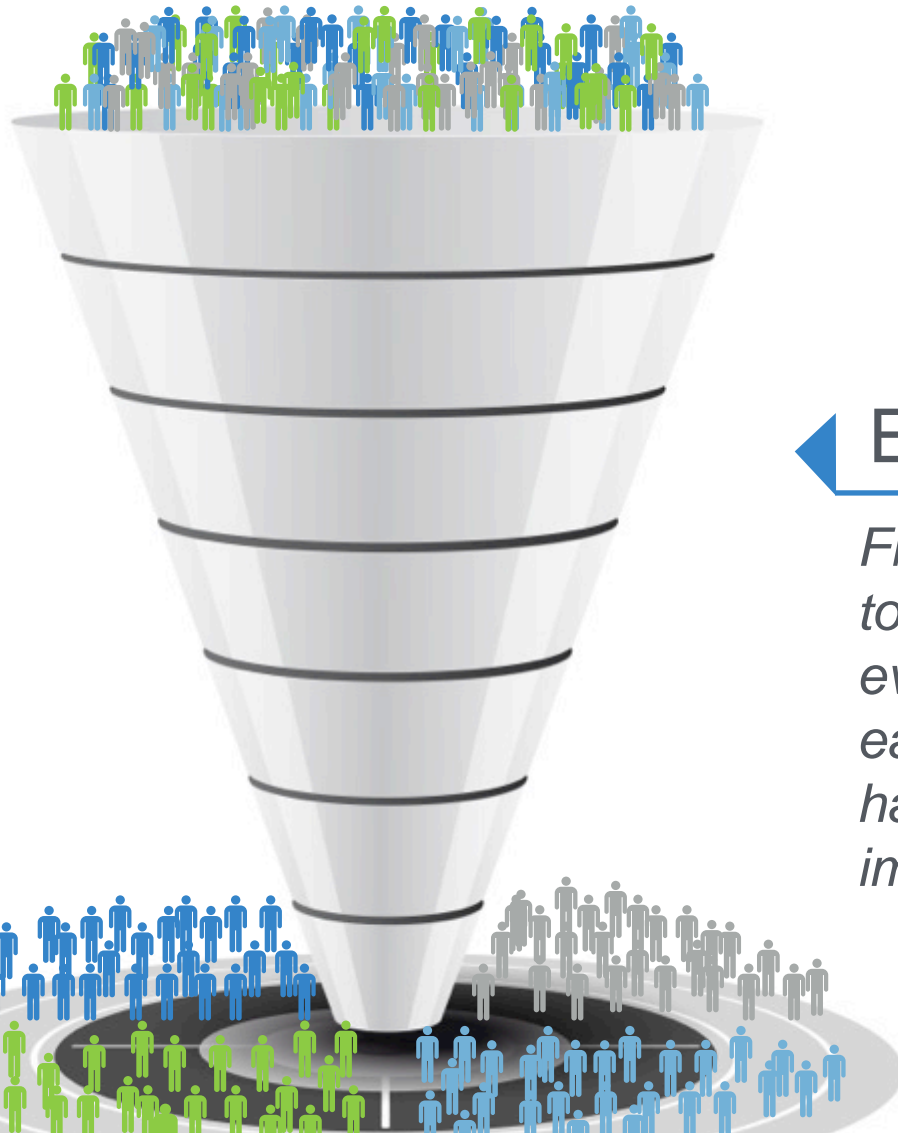
Reach

Capture direct digital contact data (email address or mobile number) whenever possible through all social, digital, offline and mass marketing channels.

- Web optimization
- Granular topics
- Landing pages and search
- Offline promotion
- Data mining
- GovDelivery Network



Citizen Engagement Funnel



Engage

From website visit, to subscription, to the first message you send, and every communication thereafter – each digital interaction a person has with your organization has an impact.

Simple Emails Work, Optimize the Critical Sends



Having trouble viewing this email? [View it as a Web page.](#) SHARE



Beach Advisory Lifted for East Beach on St. Simons Island; Advisories for St. Andrews Beach and Clam Creek Beach on Jekyll Island
GLYNN COUNTY, GA — The Glynn County Health Department has lifted the beach advisory for East Beach on St. Simons Island and for Clam Creek Beach and St. Andrews Beach on Jekyll Island. The advisory for Clam Creek Beach was lifted from Tenth Street to Driftwood Drive on St. Simons Island.

MAINE DEPARTMENT OF
AGRICULTURE, CONSERVATION & FORESTRY

LAND USE PLANNING COMMISSION

Meeting Notification

LUPC - Agenda - Wednesday, December 10, 2014 Commission Meeting

Click on the following link for the **Agenda** to our **Wednesday, December 10, 2014** Monthly Commission meeting:

<http://www.maine.gov/dacf/lupc/about/calendar/index.shtml>

Agenda items will be linked as they become available.



North Dakota Game and Fish Department

Dec. 3, 2014

Late-Season Hunting Opportunities End Soon

North Dakota waterfowl hunters are reminded the statewide duck and goose seasons close Dec. 7. However, duck hunting in the [high plains unit](#) continues through Jan. 4, 2015.

In addition, the season for Canada geese closes Dec. 25, except for the [Mud Lake Unit](#) which closes Jan. 2, 2015. Light goose hunting closes statewide Jan. 4, 2015.

Archery deer, fall turkey, sharp-tailed and ruffed grouse, partridge, pheasant and tree squirrel hunting seasons continue through Jan. 4, 2015.



You are subscribed to receive updates from DEC. Links to receive help or to change your preferences are provided [below](#). Having trouble viewing this email? [View it as a Web page.](#)

DEC to Hold Public Meeting on Honeoye and Conesus Lakes

A public meeting on water quality strategies related to Honeoye Lake and Conesus Lake is scheduled for Monday, Dec. 15, at the Livonia High School cafeteria, 2 Bulldog Blvd., in Livonia, from 7-9 p.m., the state Department of Environmental Conservation announced today.

This forum will provide an opportunity for interested people to learn how to improve water quality in Honeoye Lake and Conesus Lake. DEC will discuss resources for lake communities and the development of a document, called Total Maximum Daily Loads (TMDL), that outlines strategies to limit the amount of nutrients entering the lakes.

For those unable to attend the meeting, the presentation including [audio and video will be made available on DEC's website](#) beginning Dec. 16, 2014.

By 9:30 am....44 Emails in an Inbox



Think about where people read your message.



The past...a printed page.



"All the News That's Fit to Print"

The New York Times

VOL. CLXV ... No. 63,279 Copyright © 2009, The New York Times THE NEW YORK TIMES, SUNDAY, JUNE 16, 2009

SPENDING

Picking Up the Sword, Purely for Recreation

Alec Rosenfeld for The New York Times

Evening is finding new popularity among adults. The Fencers Club in Manhattan, like other groups, offers lessons for beginners.

By FAN'S MOON

It's a Wednesday evening this spring, a mere 90 minutes from their 29th to their 60th, advanced Maria Blumenthal visits her Segments at the Fencers Club in the Chelsea neighborhood of Manhattan.

"You have to be strong like track-and-field people, and react like chess players," she said, looking at the aspiring fencers in a black Ukrainian space.

Why are they here? Bill Bergall, 56, a real estate producer at Woodmont One, said he had signed up because "he'd be getting it."

Adult interest in fencing has ballooned, said Steve Fisher, the club's executive director. Four years ago, the club offered one adult beginners class each week, now there are five.

Some people are taking up fencing because they are tired of going to the gym, while others are seeking new friends. Some just like the competition.

"When you go on the mat, you sort of come into a different place," said Ray Benson, 62, an aquarist from Round Rock, Tex. He and his wife, Kate, 56, are career counselors, began fencing when they were in their 40s, and now travel and compete throughout the world, often partnering with a partner.

At the Veterans World Championships in Hungary in 2006, for example, Dr. Benson won a gold medal in the sabre competition.

"I like coming and making my own way with the younger crowd," said Dr. Benson, who gains up and ending matches with a flourish on fencing. The couple will travel in teams for the summer national championships sponsored by the United States Fencing Association, held in Colorado Springs, the event begins this week.

"It's so fun," he said on an afternoon when you lose physically, you gain mental."

Ms. Kahan said, describing her, she also grew up to fence with younger boys. She also cites the health benefits of fencing, which is aerobic exercise, and the greater self-confidence it has given her. "It really changed my life totally," she said.

In the modern sport of fencing, which evolved from dueling and combat, three dif-

ferent weapons may be used: foil, epee and sabre. The target areas differ for each weapon, but the goal is the same: to hit the opponent without being hit. Because the movements are often faster than the eye can see, the fencers use scored electronic equipment and protect their bodies with protective gear.

"I can't stop doing it," she said. Growing up in Iowa, she added, "I did everything I could to avoid gym class." Now a lawyer and independent movie producer living in Manhattan, she fences three or four times a week. "It's a different fit size monthly from my work," she said. "It's the constant challenge to improve."

For Rick Kahan, 55, a banker and chemistry engineer in rural New Hampshire, the sport is all about fun.

"Everybody understands the joy of the sword," he said. "I did college. There is a lot of fun in it. I'm not a fan of the sword." Mr. Kahan built the United Club Fencing Club in Andover, N.H., in 1990. He and his wife, Carol, 56, are career counselors. Mr. Kahan said that he would not have to travel but to fence.

Ashley Shaw, the fencing association's official historian and the owner of a fencing club in Silverdale, Wis., says that while interest in fencing is increasing in the United States, it has not come close to the popularity of the sport's history, which began in the late 1800s when fencing was a necessary skill for the military and the aristocracy. It had begun to develop a more diverse base, as clubs in big cities fended with middle-class professionals. The sport had its first national championship in 1900, and it has since become a major coverage was restricted, and products like Conair's electronic and MaxPro's fencer were pressured by fencing clubs.

Many adults are returning to the sport, says Steve Fisher, the chairman of the fencing association. Dennis G. Conner, president and Rockland, Conn., says that many adults who focused on college take up fencing again after their careers are established and their children are raised.

Ms. Rocking, 41, a retired vice president at Citigroup, stopped fencing when her career began to take off, but she returned about seven years ago, calling the sport a great stress reliever. "It's kind of pure for me," she said, explaining that when someone is charging at you with a sword, "you've got to stay very focused."

A sign of the sport's resurgence, Ms. Rocking said, is the growing number of clubs nationwide. In the last 10 years, the number of clubs affiliated with the national association has more than doubled, to over 800. Just last week, she said, she had a hard time finding a club in her area.

Other adults may be drawn to the sport by their children. Mary Lettier, a trial lawyer from Phoenix, N.Y., began fencing last year, thinking that she could fence with her son, David, during his visits home from college. David, 18, was fencing in middle school and is now at the Princeton University.

Ms. Lettier said that when he told his son about the lesson, "he stopped laughing and said 'Dad, you're kidding me.' The father and son competed against each other in a final competition. "I discovered that with a little bit of coaching, my son would be a good fencer," she said.

Parents are sometimes led into the sport by their children. Mary Lettier, a trial lawyer from Phoenix, N.Y., began fencing last year, thinking that she could fence with her son, David, during his visits home from college. David, 18, was fencing in middle school and is now at the Princeton University.

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Ann Arbor Consultation Services
Helping Southeast Michigan Residents Maximize their Mental Health Since 1983
(734)996-9111

WELLNESS OUTLOOK

Helping Southeast Michigan Residents Maximize their Mental Health Since 1983

Vol. 01 No. 01 Premiere Edition: How to Become a Happier Person

Twelve Steps to Happiness

Research suggests that your happiness may be partially within your control. But not that easier said than done, especially if you struggle with depression, anxiety or another mental health concern.

Early practice of the 12 steps may be within your power to control—and making "small" changes "bigger" could take less than 10 minutes a day, according to University of California, Riverside, psychology professor Sonia Lyubomirsky, PhD.

Lyubomirsky has been researching happiness for nearly two decades. Her new book, "The How of Happiness: A Science Approach to Getting the Life You Want" (Penguin Press, 2008) is the first in a series to be based on scientific evidence.

In her book, she details the steps we can take to control the way we think and feel. Controlling thoughts may be very hard.

Lyubomirsky also says we can control the way we think and feel by practicing gratitude and reflecting on happy moments to permanently build up our happiness level. In one study, people who thought about happy life events for eight minutes every day for three days felt increased life satisfaction four weeks later than they had prior to the study.

Other strategies include exercising, practicing optimism when thinking about the future and decreasing overthinking ("will this matter in a year?"), building meaningful relationships and learning how to distance yourself from disturbing thoughts.

Additional strategies include practicing acts of kindness, as well as being in the here and now and savoring life's joys. Connecting to love or these meaningful relationships and learning how to forgive and let go of resentment are also important.

These don't work for everyone of course. If you have tried them and you are still unhappy or if you've had them and you think they won't help, give up on a call to a professional.

Happiness Seminar

Ann Arbor Consultation Services will be offering a Happiness Seminar beginning in September. Contact us at (734) 996-9111 to learn more.

DID YOU KNOW

That it probably isn't endorphins that help exercisers cope better with stress—instead, the "stress" of exercise gives our body practice with its stress response, so it becomes more finely tuned and efficient. Exercise may also modify neurotransmitter levels, which protects against depression. But you don't have to exercise intensely, a walking program is enough. See more ways to Exercise on the next page.

Learn Mindfulness at AACs

Robert Martin, MA, LMHC is Ann Arbor Consultation Services' resident expert on mindfulness. He has over 25 years of experience studying, practicing and teaching the technique. Robert has recently started offering groups that teach the technique. Contact us at (734) 996-9111 to learn more.

Mindfulness in 10 Minutes a Day

Mindfulness can help with depression, stress, medical conditions (such as chronic pain)—and making people happier.

Mindfulness meditation has been popularized in large part due to the efforts of Jon Kabat-Zinn, PhD (Stress Reduction Clinic and Center for Mindfulness, University of Massachusetts Medical School). A recent clinical trial examining mindfulness as a strategy for treatment-resistant depression was very promising. This has captured attention across the front page in both clinical and research journals across the U.S.

So what is mindfulness?

Mindfulness refers to being aware of your thoughts, feelings, emotions, and actions in a nonjudgmental manner. Being aware of them in the here and now, "living present."

Mindfulness is generally considered a third generation behavioral therapy—usually an extension of cognitive therapy. In traditional cognitive therapy,

people learn to accurately assess their thoughts. Research shows that just being aware of your thoughts (and not changing them) is probably most helpful for many people. Mindfulness is one way to become more aware of your thoughts, to get distance from them, perspective on them. People who regularly practice mindfulness tend to become less depressed by their thoughts and feelings.

So how exactly can I learn mindfulness in 10 minutes a day?

Start with mindfulness of breathing. Find a comfortable spot and focus your attention on your breathing. Notice how you naturally breathe, focusing it with your 2nd, 3rd, 4th, 5th, 6th, 7th, 8th, 9th, 10th breath, and then direct your attention back to your breathing. Then, when you feel ready, focus on breathing 4 counts in, and 4 counts out. "If you put your hands on your stomach, you will notice your hands moving in and out. Breathe in through your nose, out through your mouth. Continue to describe your breathing with other types of problems is still improved, although most experts agree that it will likely be helpful for many mental health concerns.

EDITORIAL BOARD

Judy Hoffman, PhD (Editor in Chief)
Terry Daniels, LMHC, EMDR
Lanetta Branson (Editor at Large)
Jan Lehman (Editor at Large)

AACS LOCATIONS

1511 Plymouth Rd Ann Arbor 48103 (RedPower)

2155 Stadium Blvd Ann Arbor 48103
2040 Grand River Ann Arbor Brighton
3555 Plymouth Rd Ann Arbor 48103

CONTACT US

(734) 996-9111


...and the transition. Short, concise & mobile.



September 2014

Marine Fisheries Monthly

FWC Division of Marine Fisheries Management



Max Howard with his wahoo. Submit your [photos](#) by emailing them and a [photo release](#) to Saltwater@MyFWC.com.

Commission Meeting

Action: Marine Fisheries items Sept. 10-11 in Kissimmee
Information: The FWC Commission will discuss several marine fisheries management items Sept. 10 and 11 at the meeting in Kissimmee including:

- A staff report on the biology and status of goliath grouper
- Prohibiting the intentional breeding of lionfish and the retention and cultivation of lionfish eggs
- Setting the bay scallop season to open the Saturday before [July 1](#), unless [July 1](#) falls on a Saturday, in which case the season would start [July 1](#)

Click below for more information or to attend:
[Commission](#) [\[MyFWC.com\]](#)

SEASON UPDATES

September-October
State waters are from shore to 9 nautical miles in the Gulf and from shore to 3 nautical miles in the Atlantic.

Sept. 1 – [Snook \(Gulf and Atlantic\) opens](#)

Sept. 25 – [Bay scallop closes](#)

Sept. 20-Oct. 4 – [Blue crab trap closure \(Gulf state waters beyond 3 miles\)](#)

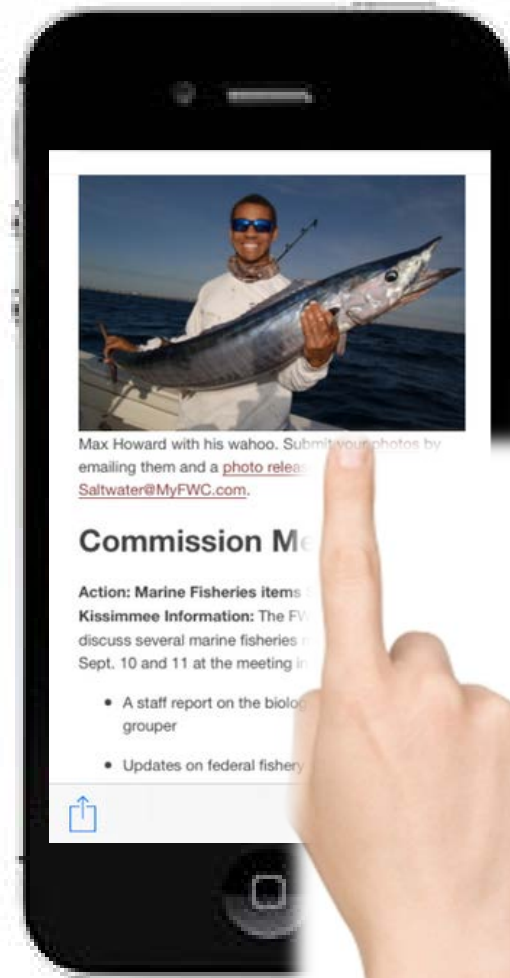
Oct. 15 – [Stone crab opens](#)

EVENTS

September-October
Sept. 6 – [Saltwater License Free Fishing Day](#)

Sept. 10-11 – [Kissimmee – FWC Commission meeting](#)

Oct. 4 – [Kids' Fishing Clinic – St. Petersburg](#)



Max Howard with his wahoo. Submit your photos by emailing them and a [photo release](#) to Saltwater@MyFWC.com.

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- Updates on federal fisheries

[Commission](#) [\[MyFWC.com\]](#)

Email Design Test: Michigan DNR

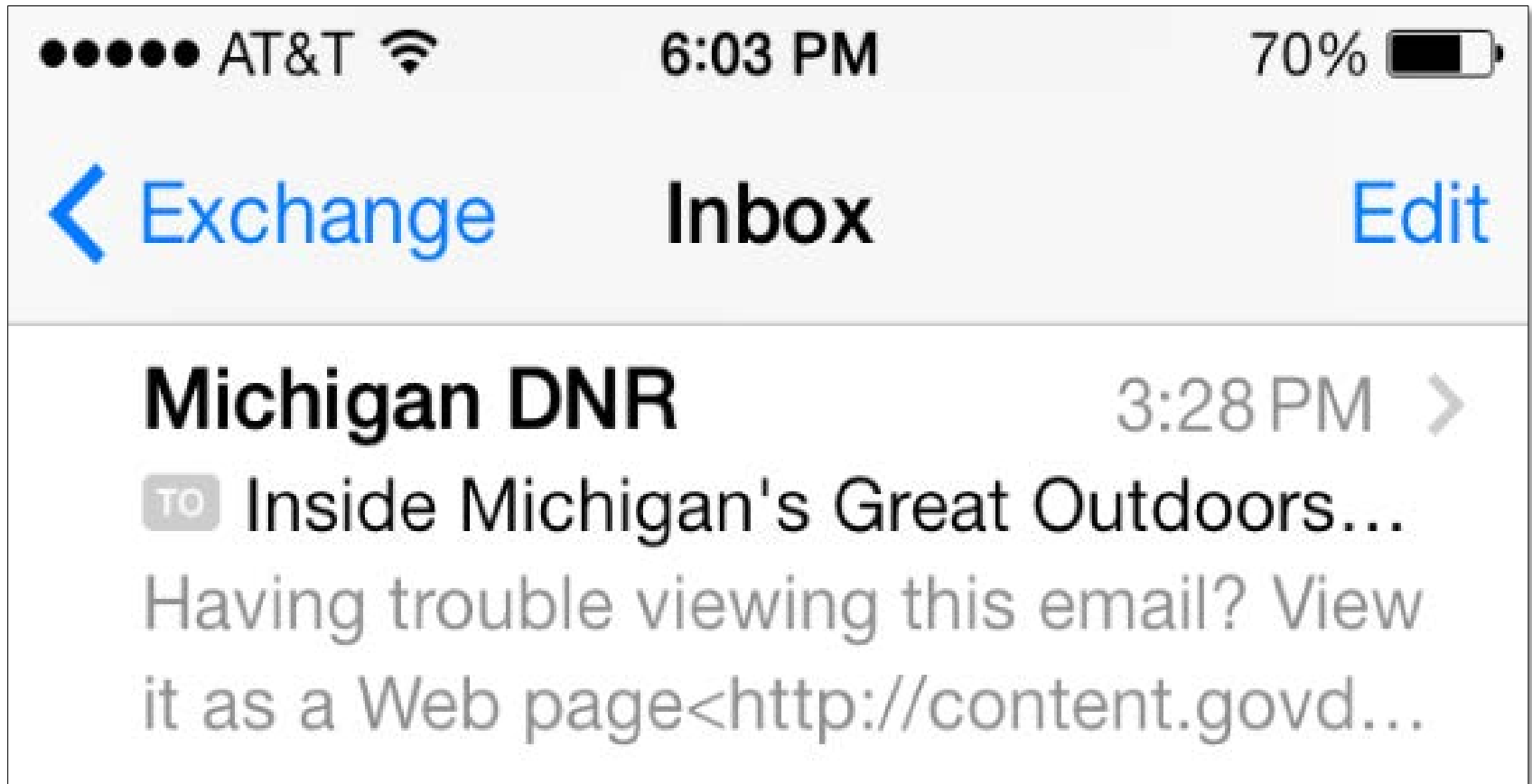




Step 1: Get Their Attention



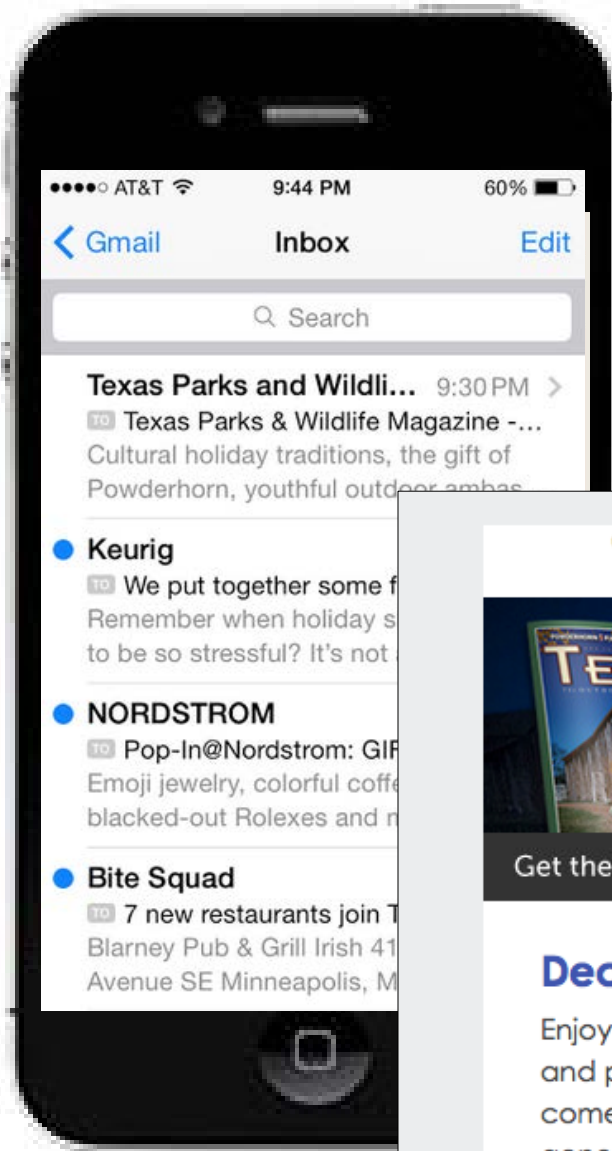
Do I know you? Gain trust



Contextual Pre-Header



The image shows a screenshot of an iPhone email inbox. The top status bar displays 'AT&T', signal strength, Wi-Fi, time '6:03 PM', and battery '70%'. Below the status bar, the email app header shows a back arrow, 'Exchange', 'Inbox', and 'Edit'. A specific email is highlighted with a blue dot on the left. The email subject is 'Michigan DNR' with a timestamp of '3:29 PM' and a right-pointing chevron. Below the subject, there is a 'TO' tag followed by the text 'Inside Michigan's Great Outdoors...'. The main body of the email preview reads: 'Check out the Zombie 5k race, Hayrides, Camping, and more. View a...'. The background of the screenshot is dimmed to show the context of the email within the inbox.



Cultural holiday traditions, the gift of Powderhorn, youthful outdoor ambassadors, and more
Having trouble viewing this email? [View it as a Web page.](#)



Get the inside scoop on the Texas outdoors  FREE EMAIL & TEXT UPDATES [SIGN UP](#)

December 2014 - Texas Parks & Wildlife Magazine

Enjoy a diverse array of holiday traditions at Texas state parks. Acquisition and preservation of the legendary, coastal Powderhorn Ranch is a dream come true for the conservation community and a gift to future generations. Youthful outdoors enthusiasts are state parks' newest ambassadors. Paddling enthusiasts can help protect the water they love by keeping track of basic water quality parameters. Learn about ocotillo, the tiny mighty oaks of Monahans and the state shell. Consider giving a camera for a holiday gift, and get some tips to pick the perfect flashlight.



●●●●● AT&T

6:03 PM

70%

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●●●●● AT&T

3:29 PM

80%

Michigan Campaign	Open Rate
Impact	+19.3%

Ma
it a

TO Inside Michigan's Great Outdoors...
Check out the Zombie 5k race,
Hayrides, Camping, and more. View a...



Getting Their Attention

1. Use a trusted from name
2. Keep subject lines short and contextual
3. Don't forget the pre-header!




Step 2: Get The Click



[View as Web Page](#)

Inside Michigan's Great Outdoors

October 2013 Issue



Harvests, Haunts, and Hunts

Check out harvest festivals near you, hunting seasons updates and more, there are so many great reasons to get outdoors.

[View Calendar of Events](#)
[View 2013 Hunting Season Calendar](#)

October Harvest Festivals

Festival activities usually include cider making, hay rides, scavenger hunts, campsite decorating, and many more!

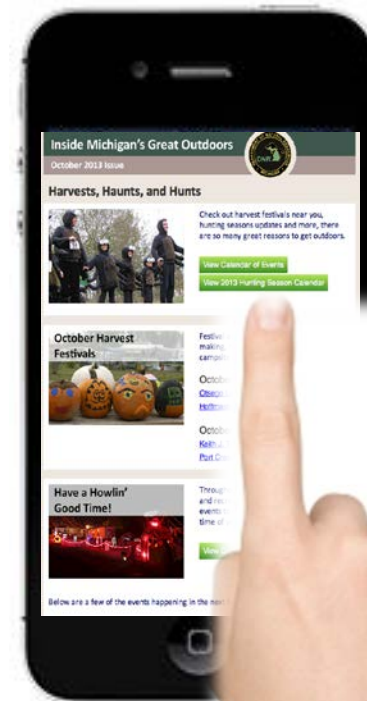
October 11-13
[Otsego Lake Park](#)
[Hoffmaster State Park](#)

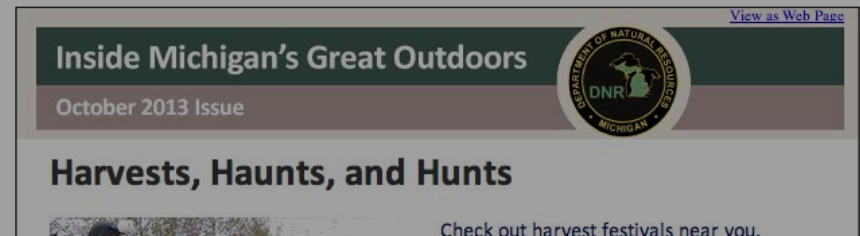
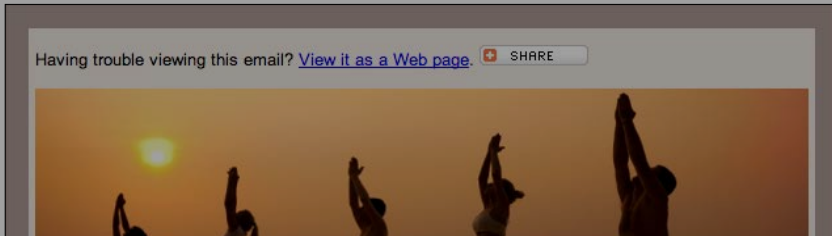
October 18-20
[Keith J. Traverse City Charters State Park](#)
[Port Crescent State Park](#)

Have a Howlin' Good Time!

Throughout October, Michigan state park and recreation areas host family-friendly events to celebrate this frightfully delightful time of year!


[View Calendar of Events](#)





Michigan Campaign	Click Rate
Impact	+129.6%

Fall in love with Michigan state parks and recreation areas!



As the nights get cooler and leaves begin to change, celebrate the plentiful fall harvest at state parks and recreation areas across the state. There are various activities for all ages to enjoy at the many harvest festivals, including cider making, hay rides, scavenger hunts, campsite decorating, various games, prizes, and more! Make campground reservations as soon as possible, as harvest festivals are a popular destination for many families and the campgrounds fill up fast.


[state parks and recreation areas!](#)

- [Have a Howlin' Good Time this October](#)
- [Happy Hunting Season!](#)
- [TREK, Taste and TOUR](#)
- [Know before you go!](#)

Quick Links

- [ORV Trails](#)
- [Boating](#)
- [Go Get Outdoors Events](#)
- [Recreation Passport](#)
- [Campground & Harbor Reservations](#)
- [Passport Perks](#)
- [Michigan Historical Museums](#)
- [Find a Park or Trail](#)

Festivals




campsite decorating, and many more!

October 11-13
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Get the Click

1. Strong call to action above the fold
2. Use visual elements
3. Add links outside of text



Step 3: Increase Comprehension

Can on the go readers digest and get the point of your message?



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Have a Howlin' Good Time this October

Happy Hunting Season!

October is a great month to enjoy hunting in the great outdoors while the weather is mild and the woods are decked out in fall color. Archery deer season begins Oct. 1 and runs through Nov. 14. Hunters can also pursue waterfowl, turkeys, and small game licenses in October. Firearm deer season

TREK, Taste and TOUR

Here's your chance, if you are 50 or better, to experience Mackinac Island as never before from October 21-24! The TREK, Taste and TOUR package includes accommodations at Grand Hotel for three evenings, taxes and gratuities within the hotel, full breakfasts, daily Grand Buffet Luncheons and five-course dinners, round trip Arnold Line Ferry transportation to and from Mackinac Island for you and your bike, cocktail receptions with hors d'oeuvres, bicycle tours of the island, photography nature hikes, and many more activities! This package is presented by the Michigan Recreation and Park Association.

Pricing

- \$650 per person based on double occupancy
- \$872 for singles

PLEASE NOTE: Most rooms at Grand Hotel have either two double beds (not queen size) or one king size bed per room.

Space is limited, sign up today! Register online today at www.mrpaonline.

[Back to Top](#)

Know before you go!

An \$11 Recreation Passport is required for entry to Michigan state parks and recreation areas. Plus, it helps protect Michigan's natural resources for future generations! Visit www.michigan.gov/recreationpassport for more information.

www.michigan.gov/mentoredhunting.

[Back to Top](#)

If there's a table of contents, it is too long.



Inside Michigan's Great Outdoors

October 2013 Issue



[View as Web Page](#)

Harvests, Haunts, and Hunts



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[View Calendar of Events](#)

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concise



Weekly News

[Previous Issues](#)

[News Releases](#)

[Outdoor Reports](#)

[All News](#)

December 9, 2014

Eleven First Day Hikes to be held at state properties Jan. 1, 2015

MADISON – Anyone looking to start their New Year’s resolution for better health can participating in any of 11 First Day Hikes that will be held at Wisconsin State Park pr

Deer hunting opportunities continue through December in Wisconsin

MADISON – While the nine-day gun deer season has come and gone, additional opp available through December. - [Read Full Article](#)

2014 Wisconsin State of the Birds report highlights effective conservation n

MADISON – The 2014 Wisconsin State of the Birds report highlights successful partn positive impacts to bird species throughout the state. - [Read Full Article](#)

Warm
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TRAVEL WISCONSIN .COM

Wisconsin Winters are Snow Fun
From skiing to spas, find your perfect winter getaway at [TravelWisconsin.com](#)

range this week
d rivers that due t
[Read Full Article](#)

FEATURED EVENTS

Dec
5-7

Christmas Cheer in Sheboygan County
Old World Christmas Market, Harbor Center Holidays, Main Street Memories Parade & Wade House Christmas all this weekend in Sheboygan County.

Dec
5-14

Old World Christmas Market
Old World Christmas Market, Dec. 5-14, features international and regional artisans displaying specialty wares. Overnight package available.

Dec
12-28

The Amazing Holiday Light Show
Enjoy a stroll through the beautiful winter gardens filled with 355,000 lights. Nightly entertainment, live reindeer and Santa visits. Dec. 12-14, 19-23 & 26-28.

[▶ See All Events](#)

PACKAGES & DEALS



Gift Idea – A Stay at Hidden Serenity B&B

Buy a \$200 gift certificate by Dec.14 and get a free gift wrapped 12 oz. bottle of Hidden Serenity’s pure maple syrup. Experience the peaceful surroundings of Hidden Serenity.



Win a Free Getaway to the Kenosha Area

Enter our Getaway Giveaway to win a free travel package including dining, attractions, and even a \$50 gas card to get you here!



Osthoff Holiday

Enjoy the holidays in an elegant suite from \$159, plus tax, per night. Available Dec. 15-30, 2014. Based on availability.



Escape to Onalaska Sweepstakes

You could win a weekend for two to Onalaska on the Mississippi, including an overnight stay, couples massage, dinner for two and more.

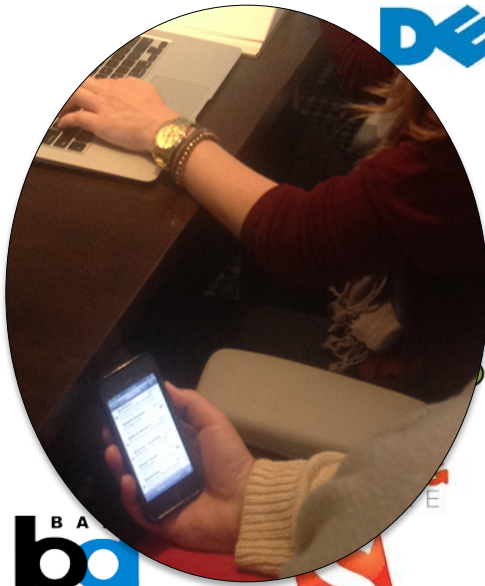
Examples of short snippets of text with links to the website.



Increase Comprehension

1. Be concise
2. White space and large font
3. Let emails tease!

People are hard-wired to respond to short snappy content.



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business
view



ShareP



businessreview
webinars



Li

ama



hle
Interactive eLearning

REW

The transformation of the information world.



Online Banking

★ Personal

Grant Thomas

YOUR PROFILE

\$525,000.00

» [Account Info](#)

» [View Online Statements](#) **Secure, Simple & Green**

CURRENT BALANCE ?	AVAILABLE CREDIT ?
\$0.00	--
MINIMUM PAYMENT DUE ?	NEXT PAYMENT DATE ?
\$0.00	--/--

[Your Accounts >>](#)

[Funds Transfer](#)

[Make a Payment](#)

[Make a Deposit \(New\)](#)

[Cash Advance](#)

[Download Transaction Data](#)

[Online Statements](#)

[Alerts >>](#)

[Bill Pay \(Free\)](#)

[Mobile Banking](#)

[MESSAGE CENTER](#)

> [View your messages](#)

AT&T 11:03 AM 90%

Minneapolis

Mostly Cloudy

32°

Sunday	Today	32	30		
Now	12PM	1PM	2PM	3PM	4PM
Cloud	40% Snow	40% Snow	40% Snow	40% Snow	40% Snow
32	32	32	32	32	32
Monday	Cloud	32	18		
Tuesday	Snow	28	19		
Wednesday	Snow	34	25		
Thursday	Cloud	37	30		
Friday	Snow	39	36		

Spotlight



Reuters

West Africa struggles to contain Ebola as warnings and de

Reuters - 1 hour ago

MONROVIA (Reuters) - The United Nations said on Tuesday the spread of the Ebola virus has led to food shortages in one of the world's poorest regions and the U.S.



Engagement All-Stars

Engage: Branded Digital Experience



Website

Florida Fish and Wildlife Conservation Commission

Ask FWC About Contact News Calendar Get Involved Home Search

Sign up for updates

Fishing Boating Hunting Licenses & Permits Wildlife Viewing Wildlife & Habitats Research Education Conservation

Home : Boating : Waterway Management

Waterway Management

Boating Regulations

Safety & Education

Anchoring & Mooring

Waterway Management

- Restricted Area Rulemaking
- Waterway Markers
- Derelict Vessels
- Padding Trails
- Non-Motorized Watercraft
- Vessel Registration Fees
- Workshops

Boat Ramps & Access

Boating Grant Programs

Advisory Council

We oversee and coordinate with the uniform management protection zones for and wildlife resources.

Public Workshops/Events are open to the public.

State Boating Safety Restricted Areas on the safety of the public.

Waterway Markers are areas and manatees.

Derelict Vessel Removal is an environmental hazard. Derelict vessels on the surface of the water are a boating public.

Padding Trail Information opportunities exist along the coastline.

Non-Motorized Watercraft concern to non-motorized community.

Vessel Registration occurs once every year.

Sign Up

Florida Fish and Wildlife Conservation Commission

New Subscriber

Subscription Type

Primary Email Address
You must enter a primary email address. You will use this to manage your subscriptions or modify your subscriber preferences.

*Email Address

*Confirm Email Address

Email Delivery Preference
If you would like to change how subscription updates are delivered, select one of the options below.

- Send updates immediately by email
- Send updates daily by email
- Send updates weekly by email

Communications

Florida Fish and Wildlife Conservation Commission

Dear FWC Stakeholder –

We are sending you this email because you have signed up to receive messages from the Florida Fish & Wildlife Conservation Commission or you provided your email address when you purchased a license or permit from us.

The FWC has teamed with GovDelivery to manage our digital communications. As its name implies, GovDelivery works exclusively with federal, state and municipal government agencies, providing digital communications services for more than 550 clients nationwide.

- Because you are a member of an existing FWC email list, you are automatically subscribed to receive alerts on one or more topics through this new system.
- By visiting your [Subscriber Preferences page](#), you can sign up to receive email alerts on additional topics, or you can choose to unsubscribe if you prefer.
- With a separate subscription for your wireless account, you can also sign up for text alerts.

As a subscriber, you will automatically receive updates about FWC news, meeting announcements, opportunities for public comment, website updates, emergency alerts, etc. related to the **topics of greatest interest to you**. You can choose to receive immediate notification, or you can opt for daily or weekly digests. You can change your settings at any time and as often as you wish.

Please visit your [Subscriber Preferences page](#) to review or update your settings.

Engage: Onboarding



The image displays three overlapping screenshots of the Florida Fish and Wildlife Conservation Commission website, illustrating the onboarding process for a new subscriber.

Screenshot 1 (Left): Email Updates
The page header includes the Florida Fish and Wildlife Conservation Commission logo and name. The main heading is "Email Updates". Below it, a paragraph states: "To sign up for updates, access your subscriber contact information below." There is a "Subscription Type" dropdown menu set to "Email" and a text input field for the "Email Address" with an asterisk indicating it is required. At the bottom, there are "Submit" and "Cancel" buttons. Social media icons for Facebook and Google+ are visible at the bottom left.


Screenshot 2 (Middle): New Subscriber
The page header is the same as the first screenshot. The main heading is "New Subscriber". Below it, the "Subscription Type" dropdown is set to "Email". The main heading is "Primary Email Address", followed by the instruction: "You must enter a primary email address for all subscriptions or modify your subscriber contact information below." There is a text input field for the "Email Address" containing "dnrtesting@". Below it is a text input field for the "Confirm Email Address".

Screenshot 3 (Right): Quick Subscribe for kelsey.lund@govdelivery.com
The page header is the same as the first screenshot. The main heading is "Quick Subscribe for kelsey.lund@govdelivery.com". Below it, a paragraph states: "Florida Fish & Wildlife Conservation Commission offers updates on the topics below. Subscribe by checking the boxes; unsubscribe by unchecking the boxes. Access your [subscriber preferences](#) to update your subscriptions or modify your password or email address without adding subscriptions." Below this is a section titled "Subscription Topics" with a list of topics, each with a checkbox:

- Freshwater Fishing
- Saltwater Fishing
- Hunting
- Boating
- Wildlife Viewing
- Wildlife
- Habitats
- Research
- Law Enforcement
- Conservation
- Education
- Licenses & Permits
- FWC

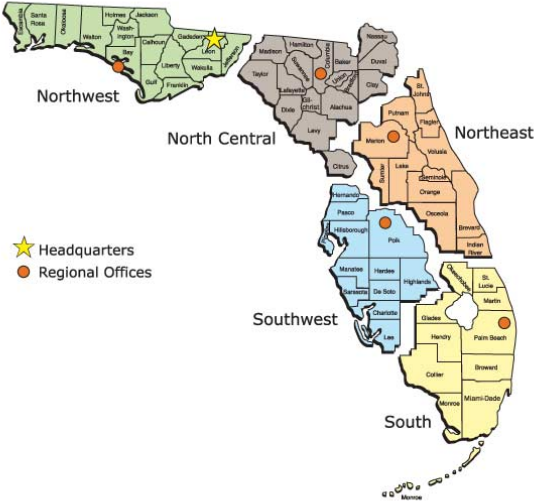


Engage: Get to Know Your Audience

 **Florida Fish and Wildlife Conservation Commission**

Welcome dnrexamples@gmail.com

Questions



★ Headquarters
● Regional Offices

Please answer the following questions:

Access your [subscriber preferences](#) to update your subscriptions, modify your password or email address without adding subscriptions.

Help us customize our communications by telling us which region(s) are of interest to you. Click all that apply.

- Statewide
- Northwest
- North Central
- Northeast
- Southwest
- South

Are there children in your household age 12 and younger?

Yes
 No

Are there children in your household age 13-18?

Yes
 No

What is your gender?

Male
 Female

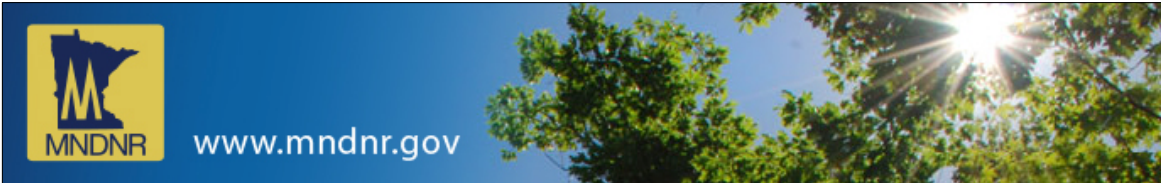
Help us customize our communications by telling us which County you live in:

Applying ▾

How do you get information about Montana FWP?

- Newspaper
- TV
- Radio
- FWP website
- Other websites
- Sports groups and clubs
- FWP employees or offices

Engage: Encourage Sharing



Success

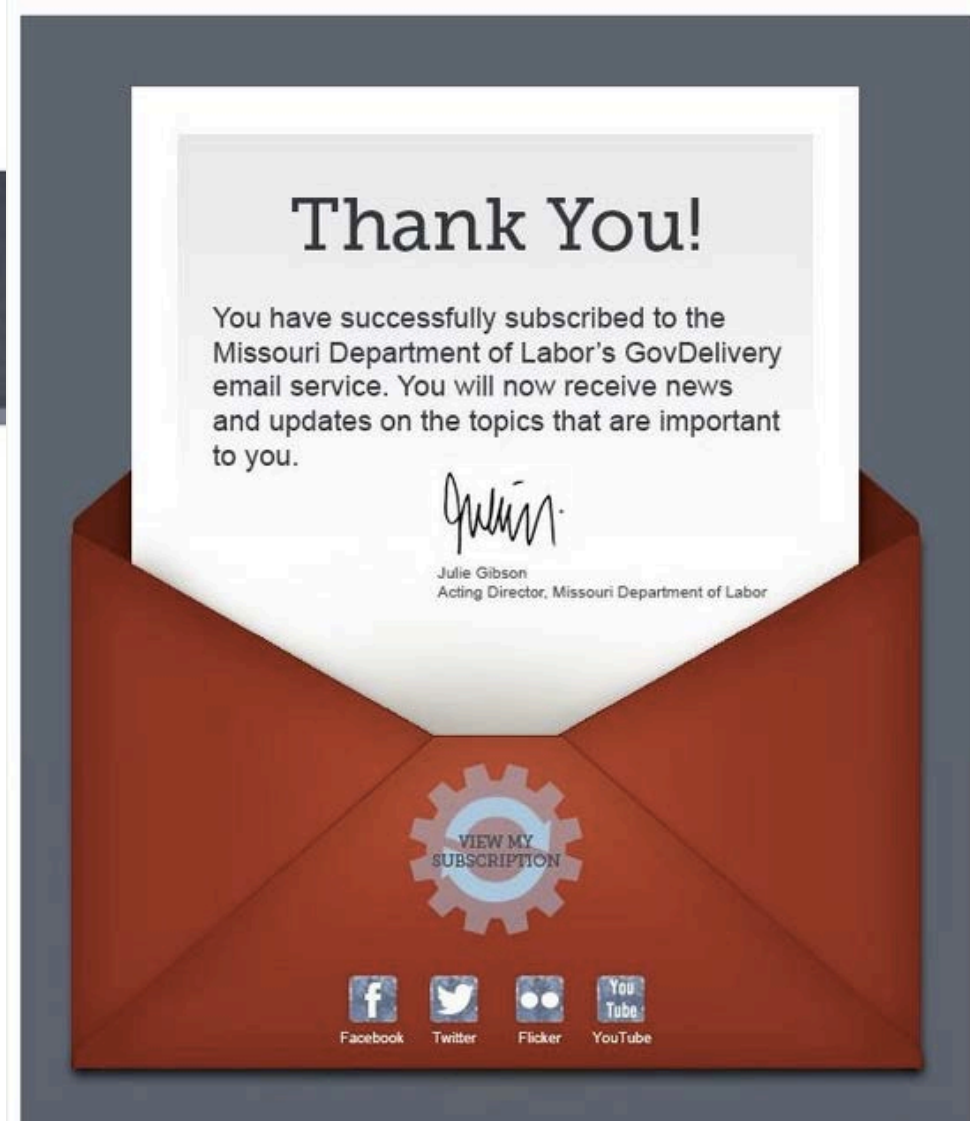
You have successfully subscribed to updates from Minnesota Department of Natural Resources. Confirmation of your preferences will be sent to dnrexamples@gmail.com. To make additional changes or to unsubscribe visit your [Subscriber Preferences](#) page.

If you are a new user, watch for a **Welcome Message** to arrive in the next minute or so. If one does not arrive, check any type of spam filter or folder you may have. The message will contain information about how to autoload images in Microsoft Outlook and to add dnr.updates@updates.mndnr.gov to your Safe Sender List.

Tell your friends that you've signed up!



Engage: Welcome Them





Engage: Or Thank Them

Indiana Division of Fish & Wildlife

THANK YOU FOR PURCHASING A LICENSE

FIND MORE INFORMATION ABOUT FISH AND WILDLIFE RESOURCES

VISIT WILDLIFE

Thanks again for purchasing a license. Funds from license sales are used to manage Indiana's fish and wildlife resources for the benefit of all Hoosiers. Enjoy and good luck.

Sincerely,
Mark Reiter
Director, Division of Fish & Wildlife

P.S. If you haven't purchased a license recently, don't worry, we haven't charged you.

INDIANA DIVISION OF FISH & WILDLIFE

Hunting & Trapping Guide — Where to Hunt — Fishing Guide — Where to Fish

Engage: Segment/Target Your Audience



Questions

Please answer the following questions to access your account and modify your preferences. You can also unsubscribe from our newsletters and other communications.

Gender

- Female
 Male

Submit

Having trouble viewing this email? [View it as a Web page.](#)

SHARE

Contact: Renny Mackay, Game and Fish Communications Director
307-777-4594 renny.mackay1@wyo.gov

Wyoming Game and Fish Supports Women's Antelope Hunt as Increase in Female Hunters Continues

CHEYENNE - The number of Wyoming women who hunt and fish continues to increase. Since 2008 there has been a 9% increase in female hunters and a 17% increase in female anglers. This generally mirrors national data where female hunters are the fastest growing segment in the U.S. The Wyoming Game and Fish Department's information shows the number of male hunters and anglers is holding steady.

This weekend marks the second annual Wyoming Women's Antelope Hunt, an event the Game and Fish Department is helping to support. The hunt is the nation's first all-women hunt and was founded by the Wyoming Women's Foundation. Game and Fish employees are at the event to do hunter education, mentoring and logistical support.



Engage: Promotional Emails



TRAVEL WISCONSIN .COM

Skiing is Hot in Wisconsin this Winter

Even if there isn't a ton of snow in your backyard, Wisconsin downhill ski areas are open for the season thanks to their snowmaking capabilities. Tyrol Basin and Cascade Mountain both have excellent conditions and more than two feet of base. **Insider Tip:** When you're ready for a break from skiing, head over to Tube Town for snow tubing at Cascade Mountain. We dare you not to laugh zooming down the 900-foot hill.

Prefer horizontal to vertical skiing? Wait no longer, Washburn, Price and Sawyer Counties in northern Wisconsin all have good to excellent conditions for cross country skiing. **Insider tip:** check out the Heartwood Trails at the Heartwood Conference Center in Trego for 20 kilometers and multiple loops of trails.

[VIEW THE SNOW CONDITIONS REPORT](#)

Having trouble viewing this email? [View it as a Web page.](#)

TEXAS
THE OFFICIAL OUTDOOR MAGAZINE OF TEXAS

Give the best of the outdoors all year long!

Cyber Monday Special Offer
Give 2 Gift Subscriptions for Just \$15!

Celebrate the holiday season by giving 2 gift subscriptions of **Texas Parks & Wildlife magazine.**

When you give *Texas Parks & Wildlife* magazine, you give...

- 10 gifts a year full of spectacular scenic and unforgettable wildlife photographs
- Rich, in-depth features on State Parks, Hunting, Fishing, Conservation and more
- A gift that doesn't even require wrapping paper.
- Digital versions of every issue — for PC, tablet or smartphone

Get a jump on your holiday gift-giving. **Order your Gift Subscriptions today.**

Are you going to let your hands have all the fun?



BUY AND PRINT YOUR 2011 FISHING LICENSE TODAY

License valid March 2011-April 30, 2012

You can't out-fish them without your license



Engage: Share a Story



NGPC WEEKLY



NEW MEXICO DEPARTMENT OF GAME & FISH FISHING REPORT

[Check out the stocking report through Nov. 26.](#)

NEWS

Pheasant hunters see success during opening w

Hunters in several areas of the state enjoyed good success during the opening weekend of Nebraska's pheasant and quail seasons, Oct. 25-26.

With the number of birds seen up throughout much of the state, prospects for success improve as hunting conditions improve. Opening-weekend temperatures were unseasonably warm and unharvested crop fields gave pheasants ample cover. [Read the full press release **about about opening weekend.**](#)



Catches of the week

- **Bluewater Lake:** Dec. 1, Wayne Garcia of Albuquerque caught and released a 39-inch tiger musky. Dec. 1, Tim Urtiaga of Eagle Nest caught and released a 35-inch tiger musky. He was using a hand-tied custom sucker fly.

If you have a catch of the week story or just want to tell us about your latest New Mexico fishing experience, send it to us at fishforfun2@hotmail.com. We may include your story in our next report. For catches of the week, include name, date, and location, type of fish, length and weight if possible and bait, lure or fly used.



Tim Urtiaga of Eagle Nest caught and released a 35--inch tiger musky Dec. 1 at Bluewater Lake. He was using a hand-tied sucker fly.

Engage: Promote New Content



Quick Subscribe for newaudie

Florida Fish & Wildlife Conservation Commission
Subscribe by checking the boxes; unsubscribe by clicking the link below.
Access your [subscriber preferences](#) to update your preferences or email address without adding subscribers.

Subscription Topics

- Freshwater Fishing
- Saltwater Fishing
- Hunting
- Boating
 - News - Boating
 - Rules & Regulations - Boating
 - Advisory Council
 - Grant Programs
 - Public Comment Opportunities - Boating
 - Safety and Education
 - Vessel Anchoring Regulations
 - Waterway Management
 - Proposed Local Government Boating Regulations
- Wildlife Viewing
- Wildlife
- Habitats
- Research
- Law Enforcement
- Conservation
- Education
- Licenses & Permits
- FWC
- Social Media
- For News Media

Submit

Cancel



(Having trouble viewing this email? [View it as a Web page.](#))

Dear FWC Stakeholder –

We hope you have found GovDelivery to be an easy way to stay in touch with the Florida Fish and Wildlife Conservation Commission on the topics of greatest interest to you. Every once in a while, we will send you messages such as this in hopes of enhancing your experience.

We've added several new topics in recent months in case you may be interested in subscribing to them.

Boating

- Vessel Anchoring Regulations
- Waterway Management
- Proposed Local Government Boating Regulations

Hunting

- Wildlife Management Area Users

Freshwater Fishing

- Florida Freshwater Angler Newsletter

Saltwater Fishing

- Lionfish Events

Minnesota Department of Natural Resources
www.mndnr.gov

Sign up today

As a 2012 deer season license holder or a subscriber to an existing hunting-related DNR email list, you have been identified as someone potentially interested in deer management updates.

DNR has created a deer management email newsletter to improve information sharing and communication about deer populations and management. People subscribing to this newsletter will receive regular updates with information about deer management activities and issues; research updates; populations and season information; and public input opportunities.

[Subscribe to the deer management email newsletter today.](#) Note that some overlap with other DNR email subscriptions such as news releases or hunting regulation changes may occur. If you chose not to subscribe to this newsletter, you should not receive any more emails about this issue. You can stop receiving the deer management update at any time by clicking the unsubscribe link provided in every email newsletter.

You'll always find more deer management information on the DNR's deer management page at mndnr.gov/deer.



Engage: Drive Advocacy/Loyalty



Florida Fish and Wildlife Conservation Commission

(Having trouble viewing this email? [View it as a Web page.](#))

November 12, 2014

Photos available on FWC's Flickr site: <https://flic.kr/photos/tags/manatee/>

Suggested Tweet: It's Manatee Awareness Month! @MyFWC reminds you to slow down for migrating #manatees! <http://content.govdelivery.com/accounts/FLFFW...> #Florida

Slow down as manatees start the

The annual migration of Florida manatees to warm

Manatee Awareness Month encourages boaters to slow down around aquatic mammals that

People can support the FWC's manatee research, rescue, rehabilitation and management efforts by purchasing the "[Save the Manatee](#)" Florida license plate at BuyaPlate.com, or by donating \$5 to receive an FWC manatee decal by going to MyFWC.com/Manatee and clicking on "Decals."



SECOORA @sec.oora · 22h
It's Manatee Awareness Month! @MyFWC reminds you to slow down for migrating #manatees! content.govdelivery.com/accounts/FLFFW... #Florida



Coastal Cottages AMI @CottagesOnAMI · 23h
It's Manatee Awareness Month! @MyFWC reminds you 2 slow down for migrating #manatees! ow.ly/EayjK... fb.me/3lnzh9GSq



Retweeted 27 times



South Florida FWS @USFWSVero · Nov 12
It's Manatee Awareness Month! @MyFWC reminds U to slow down for migrating #manatees! content.govdelivery.com/accounts/FLFFW... #Florida





Engage: Cross-Sell/Up-Sell

A NEBRASKA HUNTING TRADITION
Purchase a permit today >>

YOUTH PERMITS \$5
RESIDENT OR NONRESIDENT

EXTRAS

The most impressive thing about osprey

While fishing, every now and then Game and Parks
Bauer hears big splash and glances over to see an
birds are strictly predators of fish – fish Bauer could
birds pretty interesting to watch. **Visit his blog to**
hunters – and to learn what Bauer finds most impr



Having trouble viewing this email? [View it as a Web page.](#)

Georgia State Parks & Historic Sites

> IN THIS ISSUE: Your State Parks Day, Recreation Map, Flint RiverQuarium, Survey



Featured Deal on Cabins

SAVE!

George L. Smith State Park -- Southeast Georgia

Enjoy the beautiful scenery of this park near Statesboro for \$100 per night on weekdays. George L. Smith State Park is set among Spanish moss and tupelo trees, featuring a covered bridge, mill pond and some of the prettiest paddling you'll find. Two-night minimum required, valid Sunday through Thursday until September 30. Use promo code GLS100 on www.GaStateParks.org or call [1-800-864-7275](tel:1-800-864-7275).

[View Deal](#)

[View More Deals](#)



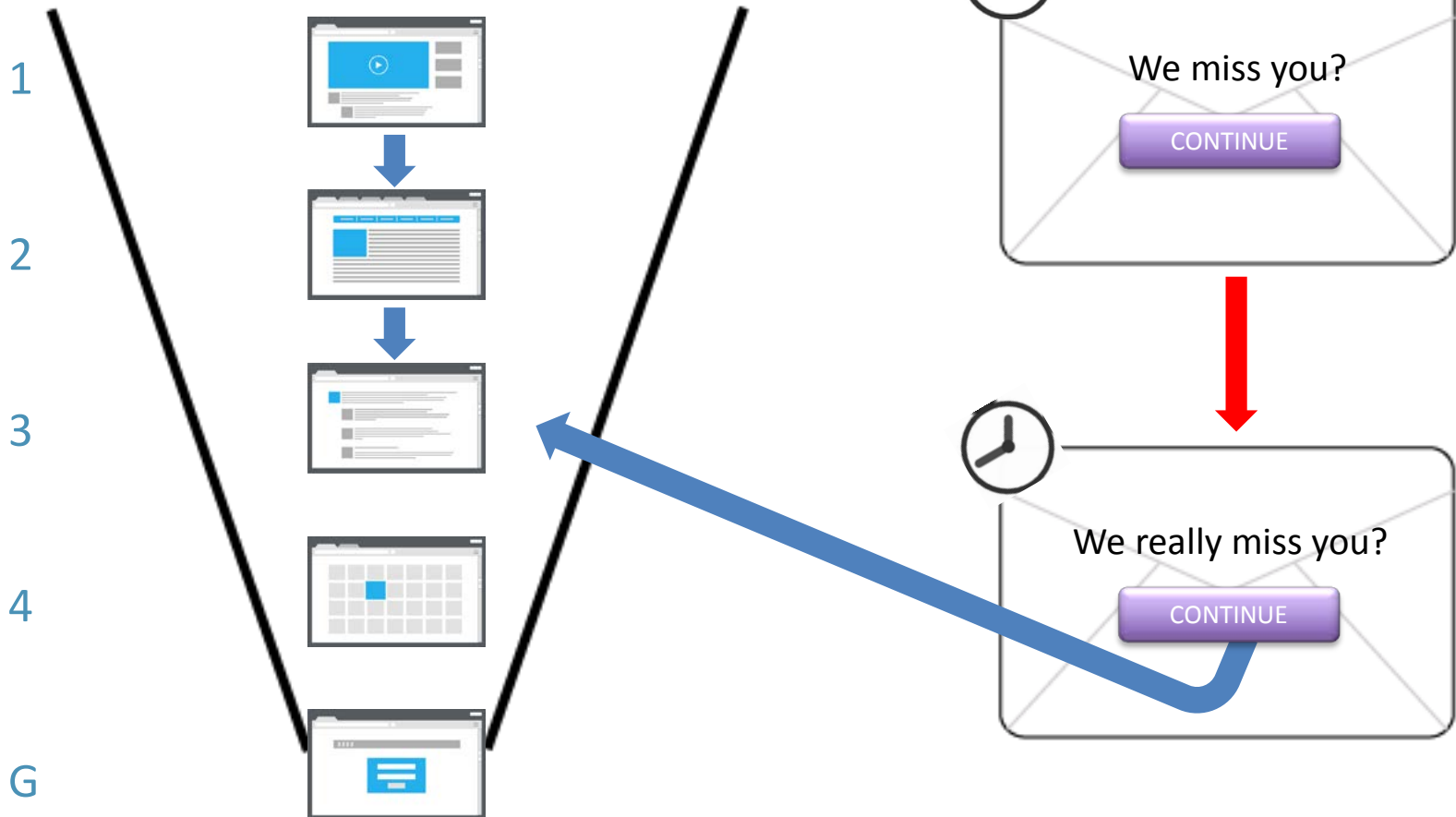
Citizen Engagement Funnel



Convert

See real action from your audience, distribute customized digital information at the right time and the right way.


Convert: Abandoned Online Transactions



Convert: Abandoned Online Transactions



View in browser | This newsletter created and distributed by Centers for Medicare & Medicaid Services



53

Take the next step! Create your account

You're on your way to affordable health care coverage. Now create your account on HealthCare.gov.

[Get Started](#)

Getting covered is cheaper than you think and you may even save on [pocket costs](#).


Remember: Act by December 15 and your new coverage starts on time.

[Don't wait. Take the next step and create your account.](#)

We're committed to making sure you get the quality, affordable health care you need.

THERE'S SOMETHING IN YOUR CART.

Would you like to complete your purchase?
Thank you for shopping with FiftyThree.

 **Pencil** x 1
Graphite

[Resume your order >](#)



Convert: Repeat Purchases/Retention

Having trouble viewing this email? [View it as a Web page.](#)



Life's better outside.®

Your registration for the following boat will expire soon:

Make: Rinker Captiva

Length: 19ft. 5in.

Model year: 2007

TX number: 359SKRS221

Your registration fee of \$95.00

...

Renewal is easy.

1. **RENEW ONLINE.** You can renew your registration online at any time.
2. **RENEW BY MAIL:** Renewal forms are available to receive by mail along with your registration fee due in full. Use the [Vessel/Boat Form](#).
3. **RENEW IN PERSON:** Renewal forms are available at the Texas Department of Transportation offices in Austin and all of the Texas Department of Transportation offices throughout the state. Hours are 8 a.m. to 5 p.m. Monday through Friday.

[[VIEW_THIS]]



Life's better outside.®

Your registration for the following boat will expire soon:

Make: [[MAKE]]

Length: [[LENGTH_FT]]ft. [[LENGTH_INCHES]]in.

Model year: [[MODEL_YEAR]]

TX number: [[TX_NUMBER]]

Your registration fee of [[REGISTRATION]] is due by [[EXPIRATION]].



Convert: Repeat Purchases/Retention

We know snowmobiling may be the last thing on your mind; however our records show that you have a snowmobile registration that expires on June 30, 2014.

You can beat the rush by renewing your snowmobile online at DNR's website: at dnr.wi.gov/Permits/wivrs.html. It's fast; it's easy; and you will have your new decals in hand within a few days!

Snowmobile owners who renew before May 11th will not have to watch their mail for their renewal coupons! For those who prefer to renew by mail, the snowmobile renewal coupons will be mailed the week of May 19th.



Renew hunting and fishing permits for your outdoor adventures in Missouri!

Are you, a family member, or friend one of the more than one million people who love fishing in Missouri? One of the more than 570,000 folks who love the Show-Me State? If so, it's time to renew your permits.

Many hunting and fishing permits expire at the end of February, including small game, fishing, and combo hunting/fishing permits.

Buying permits is fast and easy with our e-Permits. Visit our website and click on "Buy Permits" on the right side of the homepage. You can also visit more than 1,000 businesses around the state, or by calling 1-800-392-



Indiana Division of Fish & Wildlife



2014 Fishing and Hunting licenses are now available to purchase and good to use until March 31, 2015

[Get Your License Here](#)



Convert: Lapsed Buyers

Licenses are on sale today! Get a head start on Texas fishing.
Having trouble viewing this email? [View it as a Web page.](#)



Life's better outside.®

Dear Valued Customer,

We missed you last year. We hope this year you'll be able to get out and enjoy a great season of Texas fishing.

Licenses for the new season go on sale today! Buy your license [online](#), at a [license retailer near you](#) or by calling 1-800-895-4248.

BUY ONLINE NOW

Upgrade your experience: For only \$68 (or \$32 for seniors), purchase a Super Combo license – the all-inclusive package to Texas hunting and fishing. This great deal includes a Resident Fishing License, a Resident Hunting License and all five state stamp endorsements (archery, freshwater fishing, saltwater fishing with a red drum tag, upland game bird, and migratory game bird).

Convert: Offline/Vendor Engagement



Alaska Fish and Game License Vendors:

First of all, thank you for being one of our 1,000 license vendors. We appreciate your efforts to provide proper licenses and tags to your customers and ours!

There are a few changes for the upcoming 2015 license year, and we thought we'd share this information with you in advance. Attached you'll find our 2015 vendor newsletter.

Alaska Legislature Changes the

License vendors can only sell one crewmembers of this change and commercial fish for more than 7 days. If a vendor decides to fish longer, they'll need to send in their 7-day license with a refund.

We appreciate your assistance to us of this new law.

Again, thank you for sharing this information with your staff.

Michelle Kaelke

Finance and Licensing Supervisor

Alaska Department of Fish and Game

- [2015 License Info Sheet.pdf](#)
- [2015 Season Fall Newsletter.pdf](#)
- [2015 License Info Sheet.pdf](#)
- [2015 Season Fall Newsletter.pdf](#)



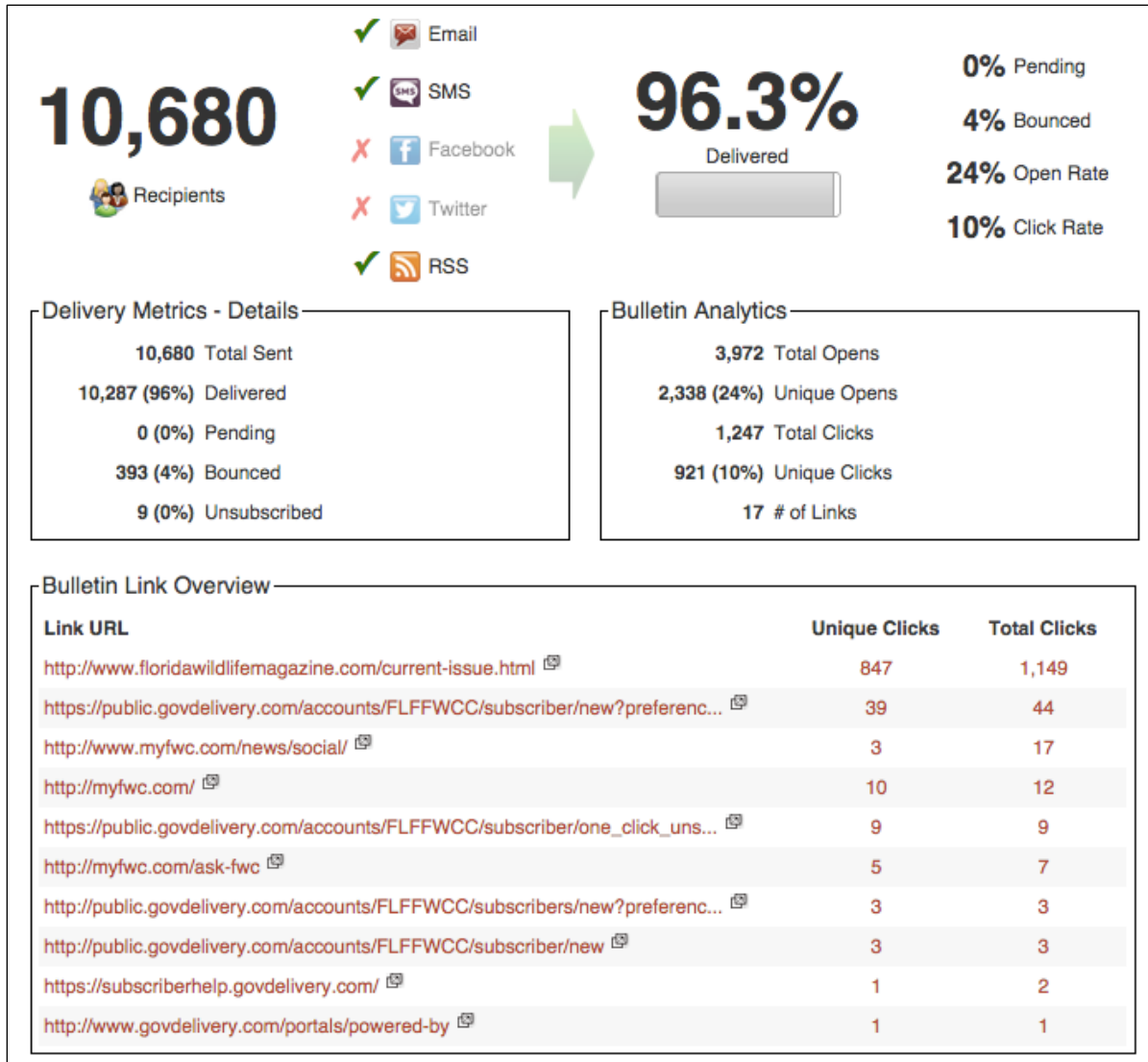
Measure and Improve Results



Metrics That Drive Outcomes

- Open Rates
- Click Rates
- Content Sharing
- Number of Subscribers
- Subscriber Growth
- Impact of Cross-Promotion
- Overall Audience Engagement

Improve Results: Message Performance



High level performance metrics

Detailed click metrics



Improve Results: Message Performance

Destination Address	Delivery Status	Failure Message	Total Opens ▼	Total Clicks	Click Summary
dmiddl@csolve.net	Delivered		9	0	
trush@qgsdevelopment.com	Delivered		9	2	http://www.floridawildlifemagazine.com/current-issue.html (2)
jk0661@att.com	Delivered		9	1	http://www.floridawildlifemagazine.com/current-issue.html (1)
tjm11h@my.fsu.edu	Delivered		9	4	http://www.floridawildlifemagazine.com/current-issue.html (4)
billannw@windstream.net	Delivered		9	1	http://www.floridawildlifemagazine.com/current-issue.html (1)
larame.ferry@freshfromflorida.com	Delivered		9	0	
gdisher@pgorda.us	Delivered		9	1	http://www.floridawildlifemagazine.com/current-issue.html (1)
lifeform7@comcast.net	Delivered		9	0	
jjh28944@gmail.com	Delivered		8	1	http://www.floridawildlifemagazine.com/current-issue.html (1)



A large number of opens indicate the message has been shared or forwarded. Those people can be some of your strongest advocates.

Citizen Engagement Funnel



Reach

Increase communications impact through audience growth.

Engage

Optimize every digital interaction for a consistently engaged audience.

Convert

Targeted and customized touch points drive real action from your audience.



Questions?

Jennifer.Kaplan@govdelivery.com

www.govdelivery.com