



Winder, Georgia

Empowering Growth and Civic Pride Through Messaging



5X

Subscriber growth in one year

Reduced

number of vendor calls

40%

of job fair applicants connected through govDelivery

Increased

subscribers, more than registered voters in city

OVERVIEW

A small, but growing, city, Winder, GA was ready to take its digital communications and community engagement to the next level. By updating their approach with a fresh vision from Granicus, they saw an increase of 5,000 subscribers in one year; a 5x increase that reflected roughly a third of the city's total population.

SITUATION

Located east of Atlanta, Winder faced a problem common to many towns poised for growth in the digital age: an antiquated website that didn't fully reflect all the city had to offer residents, both current and potential.

SOLUTION

Winder's team turned to govDelivery and its easy social media integration to connect broader audiences with the local government in a way that reframed online engagement. With top-class training and support, the Winder staff was able to get up to speed quickly, and found themselves encouraged to increasingly think outside the box.

RESULTS

The dynamic impact and development of messaging and communications has helped improve relationships with both residents and vendors. With fewer calls from event vendors, and a growing community of online engagement from informed residents, digital government continues to change lives for the better in Winder.

MUST HAVE SOLUTION

govDelivery
govAccess
govService

“It's great to have this sense of a community building and feeling more connected to the government, which can usually feel like this very far away, unreachable, intangible thing.”

- Maddison Dean, Winder's director of economic development