



Michigan Department of Health and Human Services (MDHHS)

Leverages Digital Communications to Recruit Foster Parents



22,825
Subscribers

450
Social Shares

23%
SMS Response Rate

OVERVIEW

The Michigan Department of Health and Human Services (MDHHS) uses the govDelivery Communications Suite and support from the Granicus Experience Group (GXG) to increase access to information about becoming a foster parent. Through a three-phase email and interactive text campaign strategy, MDHHS has been able to increase their subscriber base by over 20,000 people.

SITUATION

MDHHS wanted to increase foster parent recruitment and formalize communication processes to provide in-depth information about becoming a foster parent. To increase their reach and improve communications, MDHHS decided they needed to enhance their communications strategy.

SOLUTION

MDHHS worked with govDelivery and Granicus Experience Group (GXG) to create a multiple-phase strategy to grow their reach. By testing different design and messaging elements in emails and SMS text messages, MDHHS was able to determine what their audience responded to best.

RESULTS

MDHHS increased their total subscribers from 2,000 to nearly 23,000 through three communications campaigns and promotional campaigns leveraging the govDelivery Network. The first interactive SMS campaign resulted in 90 informational phone calls with potential foster parents. The campaigns ultimately increased awareness about how to become a foster parent in Michigan.

MUST HAVE SOLUTION

govDelivery

Granicus Experience Group (GXG)

“ With each phase, it’s been great to not only see campaign results, but also see the level of excitement and involvement from the Granicus team. I can tell they are truly vested in this project and care about finding homes for kids in foster care.”