



National Center for PTSD, Department of Veterans Affairs

Connecting more people who have experienced trauma to services and programs related to PTSD



375K
Subscribers

280K
New subscribers from 2019

400%
Increase in pledges of support

35K
New Subscribers so far in 2021

OVERVIEW

The success of the National Center for PTSD depends on building the awareness and connecting those who need help to resources. With Granicus' support, the program tripled its audience and increased pledges of support by 400%.

CHALLENGE

The mission of the National Center for PTSD is to advance the clinical care and social welfare of America's Veterans and others who have experienced trauma, or who suffer from Post Traumatic Stress Disorder (PTSD).

SOLUTION

In 2019, the Center launched a partnership with [Granicus Experience Group \(GXG\)](#) and began leveraging its email, text, and social software tool to build a series of campaigns that included messaging more tailored to the different audience types.

IMPACT

In the 2 years working with the GXG team, the National Center for PTSD's audience has increased from 100,000 subscribers to over 375,000.

MUST HAVE SOLUTIONS

govDelivery & Granicus Experience Group (GXG)

“ We have a small team and limited resources, and both were being stretched thin. When we were introduced to GXG and Granicus' Network of 250 million subscribers, we knew that would be the best way to spread our message and reach the people who need our help.”

- Peggy Willoughby, Director of Communications at the Department of Veterans Affairs, National Center for PTSD