# Empowering Growth and Civic Pride Through Messaging

**Winder, Georgia**

**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

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**5X**  
Subscriber growth in one year

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**Reduced**  
Number of vendor calls

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**40%**  
Of job fair applicants connected through govDelivery

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**Increased**  
Subscribers, more than registered voters in city

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“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

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To read the full story, visit [bit.ly/winder-ga-success](bit.ly/winder-ga-success)