

Electronic Newsletters 0-75,000

Savvy Winner

DunedineNEWS Weekly Newsletter

City of Dunedin, FL

Judges' Comments

"I'm familiar with the limitations of GovDelivery, and I think you really utilized that tool to the best of its potential! The newsletter is informative, well organized, and looks great. I like that you keep each article brief with a link to learn more. That makes it easy to navigate, and isn't too crammed full of info. Very impressive that you more than doubled your subscribers in just two years! Well done, Dunedin! Really beautiful, colorful layout and excellent way of engaging with your city. That open rate is such a success and something to be really proud of!"

Savvy Winner

Hall to Home

City of De Soto, KS

Judges' Comments

"This really is a stellar entry! The problem/opportunity statement and how the surge of activity in your town sparked a need for a new way to communicate information with your residents, and the breakdown of your goals and documentation of achievement are all really well done. As for the newsletter itself, it's really well written and organized, and has good use of graphics throughout. It's great that you have clearly defined sections that are consistent, making it easier for residents to navigate and find certain information."

Silver Circle Winner

Pelham Pulse

City of Pelham, AL

Judges' Comments

"Great looking e-newsletter that is clearly meeting the needs of your employees by hitting all of your listed goals! It's colorful, informative and well organized. Your entry is very well detailed and documented, as well. Awesome job, Pelham!"

Award of Excellence Winner

City Manager Monthly Report

City of Anna, TX

Judges' Comments

“Wow, what an improvement over the former newsletter! It looks fantastic, is well organized, and clearly has been a big success with the number of times each newsletter is read! It would be nice to know a bit more about your budget, like if the program you use to create it costs anything, and how much staff time/wages go into each one. Otherwise, very well done!”

Electronic Newsletters 75,000+

Savvy Winner

Talk of the Township
The Woodlands Township, TX

Judges' Comments

“Really nicely done! The newsletter branding is strong, visually pleasing and consistent. The use of GIFs is great, and just right, not too goofy, and nicely help support the message intended.. Absolutely LOVE the accompanying Excelling at Email Guide - awesome!”

Silver Circle Winner

City of Temple Employee Newsletter (The Inside Track)
City of Temple, TX

Judges' Comments

“Really great layout for an employee newsletter. Visually appealing, easy to navigate, and good use of infographics throughout. Employee pet of the month and puzzle are really fun ways to drive engagement! Well done!”

Award of Excellence Winner

City of Denton Parks and Recreation Monthly E-Newsletter
City of Denton, TX

Judges' Comments

“Nice way to incorporate a different header color each issue that still easily highlights the Unite.Grow. Play. Love that you include your accreditation - but it does compete a bit with the Unite.Grow.Play. (would be nice to see this as the largest element in the header). Nice use of a different image in the header each issue too. Maybe the feature article could be a little more than a link, and include an image and descriptor to encourage recipients to read more.”