**UNITED STATES DEPARTMENT OF AGRICULTURE**
Farm Service Agency
Washington, DC 20250

**Notice INFO-67**

**For:** State and County Offices

**GovDelivery Newsletter Administration, Marketing, and E-Mail Subscription Acquisition Process**

**Approved by:** Administrator

# 1 Overview

## A Background

Obsolete Notice INFO-48:

- affirmed the high priority of communicating information to producers in a timely and efficient manner
- estimated the extremely high costs to reach the 1.4 million producers who participate in FSA programs through a printed and bulk-mailed newsletter
- introduced the concept of an electronic news distribution system through GovDelivery, in two phases
- instructed State Offices to encourage producers to volunteer e-mail addresses and cell numbers, and establish GovDelivery training in a timely manner.

Obsolete Notice INFO-51 provided:

- instructions and guidance for developing GovDelivery capabilities for State and County Offices
- encouragement to solicit producer e-mail addresses
- actions to be taken.

| Disposal Date | Distribution |
|---|---|
| January 1, 2016 | State Offices; State Offices relay to County Offices |

## 1 Overview (Continued)

### A Background (Continued)

Obsolete Notice INFO-55 provided:

- summary of roles and responsibilities for GovDelivery administrative and content provider team members at the National, State, and County Office levels
- overview of document types for distribution through GovDelivery
- instructions for transferring e-mail addresses from SCIMS to GovDelivery.

**Note:** Business Partner did **not** exist when Notice INFO-55 was in place.

Obsolete Notice INFO-66 provided:

- summary of roles and responsibilities for GovDelivery administrative and content provider team members at the National, State, and County Office levels
- review of document types to be distributed by State and County Offices through GovDelivery
- revised directives for State and County Office distribution of newsletters and bulletins; such as, frequency, content, etc.
- approval for establishing backup topic administrators for all counties in all States
- exhibits for revised templates and forms
- examples of the updated marketing materials that will assist State and County Offices in marketing GovDelivery to all potential subscribers.

### B Purpose

This notice provides the following:

- summary of roles and responsibilities for GovDelivery administrative and content provider team members at the National, State, and County Office levels
- review of document types to be distributed by State and County Offices through GovDelivery

## 1 Overview (Continued)

### B Purpose (Continued)

- revised directives for State and County Office distribution of newsletters and bulletins; such as frequency, content, etc.

- approval for establishing backup county level topic administrators for all counties in all States

- exhibits for revised templates and forms

- examples of the updated marketing materials that will assist State and County Offices in marketing GovDelivery to all potential subscribers

- revised AD-2047

- instructions for using revised AD-2047, including gathering producer e-mail addresses for GovDelivery, similar producer, and/or farm-specific correspondence issued electronically.

### C Contacts

If a GovDelivery **County-level topic administrator** has questions about this notice, they **must** contact their GovDelivery State level group administrator.

If a **GovDelivery State-level group administrator** has questions about this notice, they **must** contact 1 of the following:

- Brenda Carlson, OEA, lead Regional Public Affairs Specialist, by either of the following:

  - e-mail to **brenda.carlson@tx.usda.gov**
  - telephone at 979-680-5213

- Cassie Bable, OEA, Assistant Regional Public Affairs Specialist, by either of the following:

  - e-mail to **cassie.bable@tx.usda.gov**
  - telephone at 806-659-3036, Ext. 115

- Web Services Office (WSO) by e-mail to **askfsa@usda.gov**.

Issues that remain unresolved at the regional level will be elevated to the National Office, OEA, and WSO.

## 1 Overview (Continued)

### D WebTA Coding for GovDelivery Activities

WebTA coding for GovDelivery activities are as follows:

- Program, "Common"
- Activity, "External Affairs (EXTAFF)".

## 2 Roles and Responsibilities for Administrators and/or Content Providers

### A Defining Roles

The following subparagraphs define the formal "roles and responsibilities" associated with employees who are designated GovDelivery account holders. The titles of "Topic Administrator", "Group Administrator", and "Account Administrator" were established by the GovDelivery vendor and denote levels of permissions within the GovDelivery system granted to account holders. Likewise, the term "Content Provider" may be used as a general reference to any individual who has a GovDelivery account and is responsible for providing newsletter, bulletin, or related content. All account holders are familiar with the "titles" associated with their account permissions.

### B County Level Topic Administrator

At the County level, topic administrators (also referred to as county content providers) will have access to the OEA SharePoint site's GovDelivery tools and training where program updates, tutorials, and monthly e-mail address databases are posted. Each county will have a primary topic administrator and a designated backup topic administrator. Topic administrators are required to perform several communication functions related to GovDelivery, including the following:

- creating bulletins and welcome e-mails from templates and materials provided

- distributing bulletins and welcome e-mails to GovDelivery subscribers who have signed up for their county information

- maintaining their subscriber list in GovDelivery by loading new subscribers monthly from the OEA SharePoint site's, "GovDelivery" section

  **Note:** See paragraph 5 on the method to load subscribers.

- effectively marketing free GovDelivery subscriptions to agricultural producers to increase the distribution base.

  **Note:** Marketing using GovDelivery to FSA stakeholders is a responsibility of all FSA employees and is **not** the sole responsibility of the topic administrator.

## 2 Roles and Responsibilities for Administrators and/or Content Providers (Continued)

### C State Level Group Administrator

At the State level, group administrators will:

- have access to the OEA SharePoint site's GovDelivery tools and training
- provide management and oversight of and for the County level topic providers.

Group administrators have access to all County topic level GovDelivery administrative pages for their respective State. Group administrators will also create and distribute Statewide publications and bulletins. Each State will have a primary group administrator and a designated backup group administrator. Typical duties include the following:

- creating a Statewide, monthly newsletter from templates and materials provided

- monitoring and evaluating output to ensure proper GovDelivery usage, with special emphasis on adherence to standard templates to ensure uniformity and compliance with USDA and FSA visual standards

- monitoring and tracking county-level bulletins to confirm compliance with frequency of bulletin issuance and content quality

- monthly monitoring and evaluating the import of e-mail addresses from Business Partner to the topic level subscriber lists to ensure prompt additions of newly loaded e-mail addresses from the Business Partner lists available on the OEA SharePoint site

- ensuring that all new subscribers receive the welcome e-mail promptly

- ensuring that topic administrators receive proper training to perform their local publication functions properly

- ensuring bulletins and newsletters issued through GovDelivery meet accessibility, civil rights, and EEO standards (for example, reasonable accommodations statement, nondiscrimination statement, etc.)

- working with State Web directors and State communications coordinators, when the communications coordinator and Web directors are **not** also the group administrator, to post news releases of Statewide significance to the State Web page under the web site "State News Releases" section.

  **Note:** This will ensure that news releases are issued to subscribers who have elected to receive news releases through GovDelivery because news releases posted to the State web site are automatically distributed to GovDelivery subscribers based on their self-elected subscription preferences.

## 2 Roles and Responsibilities for Administrators and/or Content Providers (Continued)

### D National Level OEA and WSO Staff Account Administrators

At the National level, account administrators have access to all group and topic level administrative pages in GovDelivery. Account administrators work with regional, group, and topic administrators, the GovDelivery system vendor, WSO, and OCIO to accomplish the following:

- evaluating progress and effectiveness of results in GovDelivery electronic communication
- ensuring that GovDelivery and IT resources work efficiently
- implementing improvements, as needed
- troubleshooting problems and coordinating resolutions with the GovDelivery vendor and/or WSO
- managing account holder and subscriber related issues
- generating user reports and related data
- managing the OEA GovDelivery SharePoint site for GovDelivery account holders
- overseeing group administrators to ensure proper usage of information technology (IT) resources, including downloading e-mail addresses from OEA SharePoint, sending welcome e-mails promptly, and properly adhering to newsletter and bulletin templates and other frequency and naming standards
- ensuring that group administrators and topic administrators receive proper training to perform their local publication functions properly and conduct or coordinate regional training periodically, as necessary.

## 3 Basic GovDelivery Welcome E-Mail, Newsletter, and Bulletin Communication Materials

### A "Welcome to GovDelivery" E-Mail

All GovDelivery correspondence **must** have the county name listed in the "Subject" line along with the purpose of the document; such as, "Welcome to Jones County GovDelivery", "Illinois FSA May Newsletter", or "Madison County COC Election Notice". Detailed instructions can be found in the GovDelivery Training Guide located on the OEA SharePoint site under "GovDelivery".

When producers or other interested parties sign up to receive State or County Office information through GovDelivery by completing AD-2047, their e-mail addresses are loaded into the Business Partner database. The OEA SharePoint e-mail download will capture newly loaded and recently revised e-mail addresses on a monthly basis, on or around the 15th of each month. The topic administrator will then follow proper procedure for importing e-mail addresses into GovDelivery.

The welcome e-mail will be sent immediately (to new subscribers) following the e-mail download and GovDelivery import each month. The welcome e-mail will confirm the free subscription to GovDelivery and provide a link for subscribers to manage their subscription to add or delete subscriptions by State, county, or specific topic. There is **no** limit on the number of topic selections the subscriber can make.

Producers and others will also subscribe to GovDelivery on their own through FSA web sites and from marketing materials. Self-subscribers may or may not have Business Partner records, but they will receive the welcome e-mail.

Welcome e-mail **must** be sent by the topic administrator as soon as possible after a new import of subscribers is performed.

**Note:** Proper recipient filter settings should be used to ensure that only new subscribers receive the welcome e-mails each month. Instructions are:

- located in the GovDelivery Guide provided to topic administrators during national OEA training
- available on the OEA GovDelivery SharePoint site.

## 3 Basic GovDelivery Welcome E-Mail, Newsletter, and Bulletin Communication Materials (Continued)

### A "Welcome to GovDelivery" E-Mail (Continued)

The following template **must** be used by topic administrators for their "Welcome to GovDelivery" e-mail. It is available in the GovDelivery Create Advanced Template.

Month 2013

[[VIEW_THIS]]

**Welcome to GovDelivery –**
**FSA's Electronic News and Newsletter Service**

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Farmers and Ranchers in NAME County now have a more efficient timely option for receiving important Farm Service Agency (FSA) program eligibility requirements, deadlines and related information.

We are now offering free online communications through our GovDelivery electronic news service. News will now be sent via e-mail right to your home or farm office or to your Smartphone – affording you immediate notification of farm program news pertinent to your agricultural operation.

By managing your GovDelivery online account, you can establish your subscriber preferences by choosing to receive federal farm program information by topic, by state and/or by county. You can select as many subscriber options as you want...

Manage subscriber preferences at the following link:

SUBSCRIBER SERVICES:
Manage Preferences

GovDelivery is your one-stop shop for the most up-to-date USDA program information.

GovDelivery will enable us to keep you better informed AND allow us to conserve resources and reduce taxpayer expenses associated with the preparation, printing and distribution of hardcopy newsletters.

Thank you for subscribing to FSA's GovDelivery electronic news service.

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**Questions?**
Please contact CED Name, County Executive Director, at (XXX) XXX-XXXX, first.last@xx.usda.gov or for Farm Loans, please contact FLM Name, Farm Loan Manager, at (XXX) XXX-XXXX, first.last@xx.usda.gov.

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## 3 Basic GovDelivery Welcome E-Mail, Newsletter, and Bulletin Communication Materials (Continued)

### B GovDelivery E-Mail Newsletter

Historically, County Office staff created and mailed a newsletter monthly, quarterly, or less frequently, to agricultural producers as maintained in a County Office mailing list. The GovDelivery newsletter compliments the expensive and time-consuming publication with a more efficient and dramatically less costly electronic option.

The FSA GovDelivery newsletter provides essential program dates, deadlines, and details to agricultural producers instantaneously on a monthly basis. The newsletter should be used to provide USDA and FSA information. Brief statements about sister agency and partnering outreach organization programs or events, in which FSA plays a **prominent role (sponsoring, hosting, presenting, etc.)**, may **occasionally** be included in monthly GovDelivery newsletter. Information promoting commercial entities and their products, services, or events **must not** be included in any GovDelivery correspondence. If group administrators are uncertain about including information about an entity outside of FSA or USDA, they **must** seek guidance and/or approval from an OEA account administrator **before** publishing.

GovDelivery newsletters should be e-mailed once a month by the group administrator to all subscribers. GovDelivery newsletters **must** be comprised of no more than 4 to 10 articles. These articles will be general in scope and will **not** include county-specific details, such as crop certification deadlines.

**Note:** In an effort to reduce the number of e-mails received by our subscribers who operate in multiple counties and/or States, topic administrators will no longer send monthly newsletters. All monthly newsletters will be handled out of the State Office by the group administrator. Topic administrators will, from this point forward, use GovDelivery bulletins **only**. See previous notices in subparagraph 1 A.

- The GovDelivery “Newsletter” template **must** be used as formatted, including fonts and typeface.

- Group administrators will, for the most part, use suggested monthly newsletter articles provided to the States by OEA in the monthly newsletter compilation. State Office program specialists and/or DD’s and/or CED’s and FLM’s **must** be consulted when determining which articles will be included in the monthly newsletters.

- A lead, “Message from the SED”, is acceptable and also recommended as the first article in monthly State newsletters. Group administrators **must** work with the SED and communications coordinator to compose these messages.

- State Office-issued monthly newsletters **must** include at least two FLP articles.

## 3 Basic GovDelivery Welcome E-Mail, Newsletter, and Bulletin Communication Materials (Continued)

### B GovDelivery E-Mail Newsletter (Continued)

- Under the "State FSA Updates" topic, providers **must** insert a table of contents. The "Table of Contents" function in GovDelivery creates hyperlinks to each article listed in the body of the newsletter, allowing subscribers to "jump" to each article of interest without having to scroll through the entire document. The table of contents is **required** in all monthly newsletters. The tutorial for creating a table of contents can be found on the GovDelivery SharePoint site.

- To obtain proper spacing and minimize white space, users **must** create single space text blocks by using the "Shift+Enter" keystroke according to training and related tutorial. The "Return/Enter" key in GovDelivery default is a double space.

- Except in extenuating circumstances, and with OEA approval, PDF and JPG files **must not** be attached to and/or issued through GovDelivery.

- According to Notice AO-1579, a link to a posted PDF file identifying all COC meeting dates and times or projected dates and times will be included in the left sidebar of **all** State Office-issued newsletters. OEA will work with group administrators and WSO to establish these reference documents and related Web links.

- To ensure a quality product, group administrators **must** preview a draft or send a test of all newsletters and/or bulletins **before** issuing to subscribers.

- All newsletters and/or bulletins issued by group administrators **must** include the State Office name in the "Subject" line and include a subject title that will "hook" the subscriber encouraging the subscriber to open and read the bulletin contents.

- PDF versions of all State Office-issued newsletters **must** be posted and archived on the State web site in the "Newsletters" section, accessible to web users in the left-hand navigation menu.

## 3 Basic GovDelivery Welcome E-Mail, Newsletter, and Bulletin Communication Materials (Continued)

### B GovDelivery E-Mail Newsletter (Continued)

The following is the **required** GovDelivery "Newsletter" template that **must** be used by group administrators. It is available in GovDelivery.

**May 2014**

Having trouble viewing this email? View it as a Web page.

**REQUIRED: Insert Table of Contents Here**

## State (Name) FSA Updates

**State (Name) FSA Office**

Steet Address Here
City, State ZIP

Phone: XXX-XXX-XXXX
Fax: XXX-XXX-XXXX

**State Executive Director:**
Name

**State Committee Members:**
Name(s)

For local FSA service center contact information, please visit:
http://offices.sc.egov.usda/locator/app

### Heading 1 Here

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## 3 Basic GovDelivery Welcome E-Mail, Newsletter, and Bulletin Communication Materials (Continued)

### C GovDelivery E-Mailed Bulletins

Topic administrators **must** take advantage of the GovDelivery electronic communication system to create and send periodic short informational items electronically from their desktop in a short, bulletin format.

The FSA GovDelivery bulletins provide needed information in an immediate manner to alert producers to emergency or critical program information of great importance to their operations. As a rule of thumb, if a County Office would have sent a postcard or direct mailing to a producer before GovDelivery availability, then issuing a GovDelivery bulletin is appropriate. Because topic administrators will no longer issue newsletters, bulletins will become increasingly important, because they will be issued for all subject matter that is county-specific, such as COC nominations and elections, acreage reporting deadlines, and disaster designations.

GovDelivery bulletins serve as "Hot Topic/News Flash" items that require the subscriber's immediate attention or announce a time-sensitive, actionable subject. County level bulletins **must not** duplicate general FSA information already issued in the monthly State Office newsletter.

- To remain relevant to FSA subscribers, topic administrators shall issue a bulletin at least once each month, but **not** more than twice a month, and each bulletin will contain no more than 3 articles per bulletin.

- When producing county level bulletins, at least 1 bulletin shall include an FLP article or reminder to emphasize FSA's credit offerings that encourages contact with the FLP representative.

- If issuing a bulletin with 3 articles, topic administrators shall include a hyperlinked table of contents beneath the bulletin headline. A quick reference tutorial for establishing a hyperlinked table of contents is available on the OEA GovDelivery SharePoint site.

- State Office bulletins can be sent by the group administrator on a less frequent, as-needed or as-directed by OEA basis.

- Group administrators will, for the most part, use suggested monthly newsletter and/or bulletin articles provided to the States by OEA in the monthly newsletter compilation as the basis for county level bulletin notifications.

## 3 Basic GovDelivery Welcome E-Mail, Newsletter, and Bulletin Communication Materials (Continued)

### C GovDelivery E-Mailed Bulletins (Continued)

- A lead, "Message from the CED and/or FLM", is acceptable and also recommended as the first article in monthly county level bulletins. These messages should reflect important local FSA program delivery information. CED's and/or FLM's **must refrain from editorializing or speculating in these messages**.

- Bulletins issued from State and County Offices **must** either:

  - pertain to program information or events in which FSA will play a prominent role or in which FSA is directly involved, that is program information or events in which FSA will host, sponsor, serve on a panel, present, exhibit, etc.

  - provide information or announce events from the following entities **only**:

    - other USDA Agencies

    - Cooperative Extension

    - Soil and Water Conservation Districts

    - organizations in receipt of USDA funding for Outreach, for example 2501 Grant recipients.

  **Note:** Information and announcements for non-FSA agencies, organizations, and partners must **not** be issued in standalone GovDelivery bulletins; must **not** supersede critical FSA program related information, and **must** be applicable to FSA's mission.

- Bulletins **must not** be issued to promote commercial entity products, or their services or events.

  **Note:** If the topic administrator is uncertain about including information about an entity outside of FSA or USDA, they **must** seek guidance and/or approval from the group administrator or an OEA account administrator **before** publishing.

- The revised GovDelivery "Bulletin" template **must** be used as formatted, including fonts and typeface, when communicating no more than 3 important subjects (articles). All sidebar information "fields" **must** be completed as indicated.

- Use single spaces to obtain proper spacing and minimize white space by using the "Shift+Enter" keystroke according to training and related tutorial. The "Return/Enter" key in GovDelivery default is a double space.

## 3 Basic GovDelivery Welcome E-Mail, Newsletter, and Bulletin Communication Materials (Continued)

### C GovDelivery E-Mailed Bulletins (Continued)

- Contact information for CED's and FLM's, or appropriate FLP employees who provide loan services to producers in the respective county, **must both** be listed on **all** GovDelivery correspondence **regardless** of correspondence subject matter, **without** exception.

- Except in extenuating circumstances, and with OEA approval, PDF and JPG files **must not** be attached to and/or issued through GovDelivery.

- According to Notice AO-1616, all bulletins issued at the county level will include the upcoming COC meeting date and times or projected dates and times.

- To ensure a quality product, topic administrators **must** preview a draft or send a test of all bulletins **before** issuing to subscribers.

- All bulletins issued by topic administrators **must** include the County Office name in the "Subject" line and include a subject title that will "hook" the subscriber encouraging the subscriber to open and read the bulletin contents.

The following is the **required** GovDelivery "Bulletin" template that **must** be used by GovDelivery administrators for State or County Office bulletins. It is available in GovDelivery.

## 3 Basic GovDelivery Welcome E-Mail, Newsletter, and Bulletin Communication Materials (Continued)

### C GovDelivery E-Mailed Bulletins (Continued)

**Month 2014**

Having trouble viewing this email? View it as a Web page.

# Name County FSA Updates

**Name County FSA Office**

Steet Address Here
City, State ZIP

Phone: XXX-XXX-XXXX
Fax: XXX-XXX-XXXX

**County Executive Director:** Name

**Farm Loan Manager:** Name

**Program Technicians:** Name

**Next County Committee Meeting:** Month X at X:XX am/pm

## Heading 1 Here

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## Heading 3 Here

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## 3 Basic GovDelivery Welcome E-Mail, Newsletter, and Bulletin Communication Materials (Continued)

### D Communication Actions to Supplement GovDelivery Electronic News Distribution

FSA recognizes that **not** all FSA producers will be able to benefit from electronic communications. This is particularly true for FSA SDA or underserved producers who lack access to the technology required to use GovDelivery; such as smartphones, tablets, computers, Internet connection, etc.

To ensure that these producers continue to receive current FSA program information, State and County Offices **must** implement the following and similar actions to supplement GovDelivery electronic communications efforts:

- print and provide copies of all GovDelivery monthly newsletters and bulletins at the FSA counter and, with approval, at the counters of sister agencies co-located in USDA Service Centers; that is, NRCS, RD, etc.

  **Note:** A quick-reference tutorial for printing hardcopy GovDelivery newsletters and bulletins can be found on the OEA SharePoint site.

- print and distribute, as deemed appropriate by County Office managers, copies of all GovDelivery monthly newsletters and bulletins to locations around the county where producers gather; such as, implement dealers, feed stores, cafes, courthouses, public libraries, civic centers, etc.

  **Note:** Black and white copies are acceptable.

- ensure that e-mail addresses for primary points-of-contact for community-based organizations, faith-based organizations, and nongovernmental organizations with whom County Offices partner locally are loaded into GovDelivery

  **Note:** Coordinate with these individuals to ensure that the members and stakeholders of their organizations routinely receive the information through their respective digital and nondigital communications channels.

- consult with COC advisors about their suggestion for effectively reaching leaders of SDA and underserved communities and/or groups and related organizations that do **not** receive information electronically from FSA.

## 4 GovDelivery Marketing Materials

### A Overview

Marketing materials have been developed to assist with distributing information about GovDelivery to add agricultural producers as subscribers to the GovDelivery news and bulletin systems. It is recommended that all State and County Offices make these materials available in public areas to be picked up by producers. In addition, materials should be distributed widely throughout the agricultural community through news media, public bulletin boards, and FSA stakeholder organizations. Additional materials, including flyers, a draft news release, and a draft public service announcement that can be provided to media to promote GovDelivery, are available through the group administrator.

### B Single and Multiple GovDelivery Business Cards (Pocket-Reference Cards)

General information about GovDelivery has been formatted to fit on business cards. These cards can be made available in public areas at State and County Offices and are especially handy for distribution at presentations, group gatherings, or agricultural fairs. It is recommended that each office have a minimum of 5 business cards on hand at the front desk for distribution at all times. The following are examples of the single card and a sheet of multiple business cards that may be obtained from the group administrator.

## 4 GovDelivery Marketing Materials (Continued)

### B Single and Multiple GovDelivery Business Cards (Pocket-Reference Cards) (Continued)

**Farm Program News You Need.**
**Available When You Need It.**

- Timely farm program news now available direct to your email account or Smartphone.
- FSA's electronic news service is free and convenient.

**Subscribe at:**
http://www.fsa.usda.gov/subscribe

USDA GovDelivery
USDA is an equal opportunity provider and employer.

**Farm Program News You Need.**
**Available When You Need It.**

- Timely farm program news now available direct to your email account or Smartphone.
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USDA is an equal opportunity provider and employer.

## 4 GovDelivery Marketing Materials (Continued)

### C Legal-Sized Flyer

A legal-sized flyer was designed for display in high-traffic areas in the USDA Service Center or elsewhere in the community where it can be easily seen by agricultural producers.

## 4 GovDelivery Marketing Materials (Continued)

### D Letter-Sized Flyer

A letter-sized flyer has been developed to use as a handout for producers seeking more information than is available on the business cards. The flyer can be used in the Service Center and in the community where organizational partners are willing to help with distribution. The following is an example of the letter-sized flyer that can be provided as a handout.

### E News Release

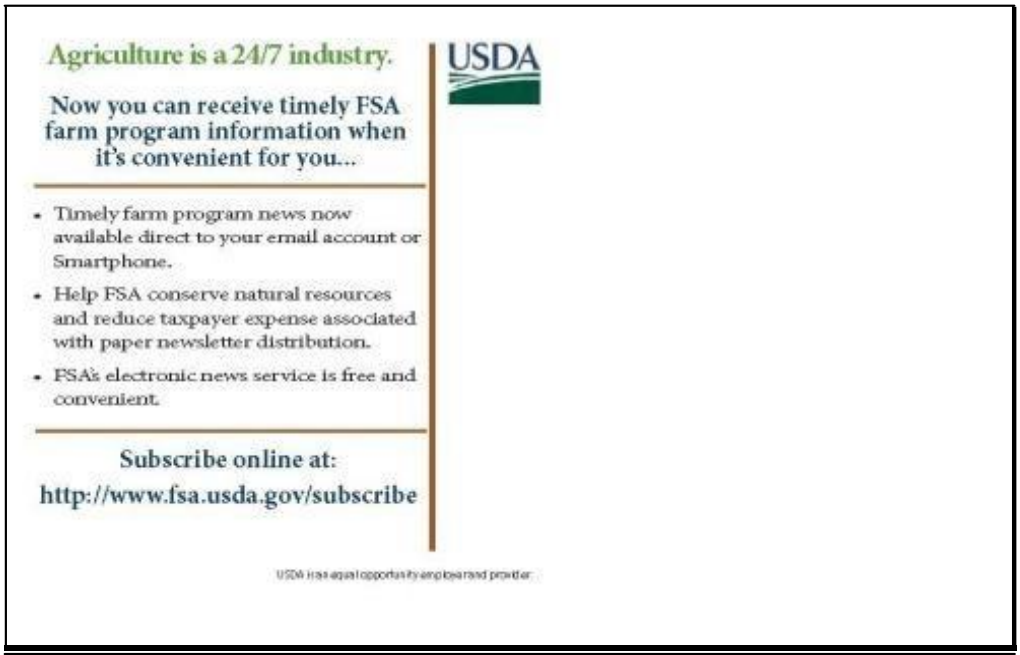
OEA will provide, as needed, news release, GovDelivery newsletter and bulletin, and Public Service Announcement text and audio to assist State and County Offices with informing news media, agricultural media, agricultural organization newsletters, and other interested partners who may inform their members through print, e-mail, or web site distribution.

## 4 GovDelivery Marketing Materials (Continued)

### F Postcards

A sheet with 4 postcards, front and back, has been developed for mailing to producers to introduce them to GovDelivery. Postcards should be used sparingly and **only** when printing and postage funds are sufficient.

The following is an example of the postcard that can be printed and sent to producers, as needed.



## 4 GovDelivery Marketing Materials (Continued)

### G Countertop Tent Cards

A countertop tent card has been developed for display on counters and desks in public areas in the USDA Service Center. One side of the tent addresses producers and encourages them to speak with an FSA employee about signing up for GovDelivery. The other side of the tent provides information for the FSA employee assisting the producer and provides steps to take to help a producer sign up for GovDelivery. The following is an example of the countertop tent card.

## 5 Processing E-Mail Addresses

### A Adding E-Mail Addresses to Business Partner

For GovDelivery communications, County Offices will collect e-mail addresses from producers using AD-2047 (Exhibit 1).

To alleviate some confusion between electronic communications through GovDelivery and electronic communications through similar processes; such as MIDAS, County Offices **must** note the following:

- GovDelivery communication is generic in nature and distributed to groups in batches
- FSA program-related communication specific to an operation or individual is delivered to individuals in single mailings

  **Note:** These operation or individual communications are separate and distinct from GovDelivery.

- when the current AD-2047 is completed, the County Office **must** load the e-mail addresses into Business Partner for the sole purpose of GovDelivery **only**
- the "E-Mail" communication method does **not** impact GovDelivery in any way

  **Note:** Do **not** select "E-Mail" communication method for GovDelivery purposes.

- AD-2047 **must** be completed for each producer who elects to participate in GovDelivery.

  **Note:** E-mail addresses collected on farm loan or farm program forms for purposes other than GovDelivery are **not** considered approved for GovDelivery communications purposes. AD-2047 is the OMB-approved form that provides FSA with the authority to use a producer's e-mail address for communicating electronically through GovDelivery.

Except in extenuating circumstances and with approval from OEA, FSA employees **must not** delete any subscribers from GovDelivery for any reason.

## 5 Processing E-Mail Addresses (Continued)

### A Adding E-Mail Addresses to Business Partner (Continued)

The following AD-2047 items **must** be completed.

| Item | Description | |
|---|---|---|
| 1A | Producer's name. | |
| 3 | Producer's e-mail address. | |
| 4 | Check (✓) "**Yes**" or "**No**". | |
| | **IF producers check (✓)…** | **THEN the producer will receive…** |
| | "**Yes**" | **both** hard copy delivered by USPS and e-mailed GovDelivery version. |
| | "**No**" | e-mailed GovDelivery version **only**.<br><br>**Note:** Producers who check "**No**" will continue to receive letters about their individual operations and COC voting ballots by USPS. |
| 7 | Check (✓) "**Other (Specify)**" and write the statement, "**Producer elects to receive bulk mail correspondence electronically by GovDelivery**." | |
| 8A | Enter producer's name. | |
| 8B | Producer's signature.<br><br>**Note:** For GovDelivery purposes, FSA will adhere to 1-CM, paragraph 198 that states that a signature is **not** required if an AD-2047 change is received by phone. | |
| 8C | Date producer signed AD-2047 or approval by phone received is **required**. | |
| 13A-13E | **Not required** to be completed by DD for GovDelivery. | |

Other AD-2047 items may also be completed, if there are additional changes to the producer's personal information that need to be recorded.

County Offices that receive a completed AD-2047 will update the Business Partner record to reflect the changes made on AD-2047.

County Offices that already have established e-mail distribution lists **must** collect, from **each** producer, a completed AD-2047 **before** the e-mail address can be entered into Business Partner. County Offices will input all collected e-mail addresses into Business Partner, but will **not** add them individually into GovDelivery.

## 5 Processing E-Mail Addresses (Continued)

### A Adding E-Mail Addresses to Business Partner (Continued)

County Offices **must** only select "E-Mail" as the communication method in Business Partner, if the producers selects, "Yes" in AD-2047, item 4C.

E-mail addresses are protected information under FOIA and the Privacy Act, and as such, FSA and GovDelivery will **not** share e-mail addresses with any outside source and will strictly follow FOIA and Privacy Act protocols, as follows.

- Effective **immediately**, County Offices **must** no longer maintain e-mail addresses or communicate with producers using Microsoft Outlook e-mail distribution lists, because FSA has **no** way to ensure the protection of producer e-mail addresses or related information.

- GovDelivery contracts solely with Government entities and has established every possible safeguard to ensure that subscriber e-mails are protected to the extent possible.

- Until further notice, FSA **must not** share the monthly e-mail databases with any entity outside of FSA, including other USDA Agencies, because **no** MOU's currently exist that allow FSA to share these databases. Requests for databases (monthly queries) **must** be processed following FOIA and Privacy Act protocols.

### B Importing E-Mail Addresses Into GovDelivery

Each month, the National Office will upload to the OEA GovDelivery SharePoint site, an Excel database, by State and county, of e-mail addresses added to Business Partner. This database will be uploaded on or around the 15th of each month.

Only GovDelivery group and primary topic administrators of record will be authorized access to the OEA GovDelivery SharePoint site.

For each monthly e-mail database upload to the OEA SharePoint site, topic administrators will download the database, filter the spreadsheet by State and county code, and import the e-mail addresses into GovDelivery. Detailed instructions on how to complete this function can be found in the OEA GovDelivery SharePoint site in the GovDelivery User Guide.

The welcome e-mail will be sent immediately following the e-mail download to all e-mail addresses since the last welcome e-mail was sent. See detailed instructions in the GovDelivery User Guide located on the OEA SharePoint site under "GovDelivery".

## Example of AD-2047

This form is available electronically. Form Approved – OMB No. 0560-0265

**AD-2047**
(12-10-14)

**U.S. DEPARTMENT OF AGRICULTURE**
Farm Service Agency
Rural Development
Natural Resources Conservation Service

### CUSTOMER DATA WORKSHEET REQUEST FOR BUSINESS PARTNER RECORD CHANGE (FOR INTERNAL USE ONLY)

*(See Page 2 for Privacy Act and Paperwork Reduction Act Statements)*

**PART A – CUSTOMER INFORMATION**

| | | |
|---|---|---|
| 1A. Customer's Full Legal Name or Business Name | 1B. Customer or Business *Address (Including Zip Code)* | |
| 1C. Home Telephone Number *(Area Code)* | 1D. Business Telephone Number *(Area Code)* | 1E. Other Telephone Number *(Area Code)* |
| 2. SSN or Tax ID Number *(9 Digits)* | 3. E-Mail Address | |
| 4A. Does the customer want to receive mail by USPS? ☐ YES ☐ NO | 4B. Does the customer want to receive e-mails via GovDelivery? ☐ YES ☐ NO | 4C. Does the customer want to receive sensitive (but non-PII) Producer or Farm Specific related emails? ☐ YES ☐ NO |

5. Producer is Customer of One or More of the Following Agencies. *(Check Appropriate Agency(ies) below:)*
☐ FSA ☐ RD ☐ NRCS ☐ Not Participating

6. Is the Customer a Multi-County Producer? ☐ YES *(If "YES," list States and/or Counties below:)* ☐ NO

7. Reason for Request *(Check appropriate box(es) below:)*
☐ New Producer ☐ Address Change ☐ Telephone Change ☐ Sale/Purchase ☐ Life Event
☐ Other *(Specify)*:

8. Enter the name of the customer requesting the record change(s). If documentation is received by Fax or from a trusted source (i.e., USPS), attach documentation to this form. Only Part A, Item 1A and Part B shall be completed. If the request was received by telephone, complete applicable blocks necessary to document the change(s) and enter the requestor's name in Item 8A. Requestor's signature is not required. ***(The only time the customer is required to sign Item 8B is when they are physically at a Service Center and providing FSA with applicable information.)***

| | | |
|---|---|---|
| 8A. Name of Customer Requesting Change | 8B. Signature | 8C. Date of Record Change *(MM-DD-YYYY)* |

**PART B – SERVICE CENTER ACTION**

| | | |
|---|---|---|
| 9A. Agency Who Received Request: *(Check one below)* ☐ FSA ☐ NRCS ☐ RD | 9B. Initials of Employee Receiving Request *(If Different than Item 12A)* | 9C. Date Service Center Employee Received the Request *(MM-DD-YYYY)* |

10. How the Request for Change was Received:
☐ Office Visit ☐ Telephone ☐ FAX ☐ USPS ☐ Other *(Specify)*:

11. Remarks if Applicable:

| | |
|---|---|
| 12A. Signature of Employee Updating Business Partner if not initialed in Item 9B. | 12B. Date Service Center Employee Updating Business Partner *(MM-DD-YYYY)* |

**FOR DISTRICT DIRECTOR/AREA CONSERVATIONIST USE ONLY. *(OPTIONAL)***

***13A. I concur/do not concur the above items have been properly updated.*** ☐ Concur ☐ Do Not Concur

| | |
|---|---|
| 13B. Name of District Director/Area Conservationist for Spot Check | 13C. Signature of District Director/Area Conservationist for Spot Check |
| 13D. Title | 13E. Date *(MM-DD-YYYY)* |