



Savings for Manitoba

In 2018, worldwide email users amounted to 3.8 billion. By 2022, email users will increase to 4.3 billion — that is half the world's population. (Source: Statista, 2019)

Manitoba Government Departments and Agencies spend an excessive amount of money each year to reach out to citizens via traditional mail. What if we could reduce that cost by more than half?

MDA has the ability for departments and agencies to reach out to Manitobans — simply and safely through a new encrypted personalized bulk email system.

No more paying for printing, stuffing, envelopes and postage = **Savings for Manitoba.**

What are we talking about?

Email Encryption — disguises the content of email message(s) in order to protect potentially sensitive information from anyone other than the intended recipient(s)

Personalized Email — goes to a specific person with content and information tailored to the individual

Bulk Email — takes a similar template and sends to multiple email addresses all at the same time

How does it work?

Government departments and agencies provide MDA with:

- **Document for email message**
 - can contain text, graphics, logo or images that are identical for each version of the merged document

- **Mailing and data list**

- Using Excel and converting to a *CSV file format, your file must include:
 - **email address**
 - **name(s) first and last**
 - **specific information** for each address

MDA will:

- **Create** bulk encrypted file
- **Distribute** emails
- **Track** successfully received emails
 - *Unsuccessful emails* — variety of solutions and we work with each client to determine next best steps
- **Record and bill** accordingly

What if:

- **I do not have any email addresses:**
 - Recommend you begin a campaign to collect end user email addresses
 - Create a database system to collect or expand existing database to include email addresses
- **I have some email addresses and some home addresses:**
 - MDA can work with you to take advantage of the encrypted bulk email service and distribute according to your lists of email and home addresses

Contact us today to get started —
1290mdams@gov.mb.ca or 204-795-6124

Simple, secure and saves money...