Notify.gov

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Notify.gov is a text messaging service built by and for government, helping agencies to more effectively communicate with the people they serve. With Notify.gov, federal or federally-funded programs can send customized, bulk text messages that enable them to:

→ Meet people where they are

→ More effectively deliver program outcomes

→ Save administrative costs

→ Comply with Digital-First and other public experience directives

Texting is best for...

Reminders

Your Quality Control food phone interview is on ((date)) at ((time)). Failure to attend may lead to closure of your benefits. Call 1-800-222-3333 with questions.
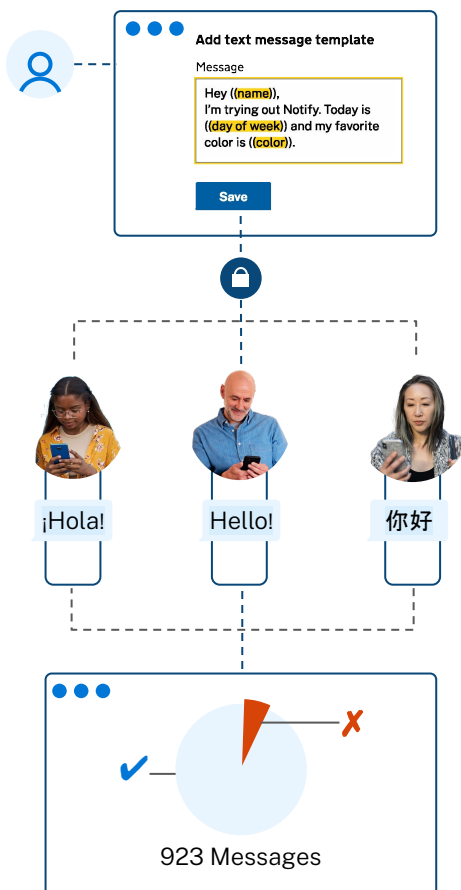
Alerts to **take action**

Your household's Medicaid coverage is expiring. To keep getting Medicaid, you must complete your renewal by ((date)). You can renew online at dhs.state.gov...

Important **status updates**

Your passport has been issued at the Los Angeles Passport Agency. Please come to the desk between 1:30pm and 2:30pm today to pick up your passport...

Notify.gov overview

Add text message template

Message

Hey ((name)),
I'm trying out Notify. Today is ((day of week)) and my favorite color is ((color)).

Save

¡Hola! Hello! 你好

923 Messages

Web-based and easy to use

No technical knowledge or system integration needed

Send one-way, customized, bulk messages

Upload a file with recipient information and Notify.gov sends customized messages

Send in recipients' preferred language

Notify.gov supports character sets for nearly all languages

See how messages perform

Track how many messages you've sent and monitor successful delivery rates

Secure and protected

Phone number data is encrypted and is only stored for a short amount of time

Self-service team and permissions management

Administrators can add users and modify permissions

✨**Coming soon**✨

Use an API to add data for sending and get delivery data

Why text messaging?

We saw:

- An increase in directives to agencies to provide self-service and digital-first experiences
- Research demonstrating the effectiveness of text messaging
- Specific interest from the public in receiving text messages about benefits

We also saw:

- Government programs limited by the cost and technical expertise required by commercial texting tools
- Difficulty in justifying investment in texting without data that shows it will work

In response, Notify.gov:

- Requires limited technical expertise to implement — all you need is a CSV
- Offers a no-cost way to pilot text messaging and collect impact data that can be used to further grow text messaging capabilities

Partner with us

State, local, territorial, tribal, and federal agencies **administering federal programs or receiving federal funding** may be eligible to use Notify.gov. If you are interested in becoming a pilot partner or being added to our mailing list for updates, contact us at tts-benefits-studio@gsa.gov.

About the Public Benefits Studio

The Public Benefits Studio is a team inside of GSA's Technology Transformation Services (TTS), home to innovative programs like 18F and Login.gov. We collaborate with benefits programs to develop shared technology tools and best practices that reduce the burden of navigating government programs for low income individuals and families.

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To get involved, visit Notify.gov or contact us at tts-benefits-studio@gsa.gov

Scan the QR code above to check out our demo and learn more!