**From:** CivicPlus
**To:** Schaaf, Libby
**Subject:** CivicPlus Blog Series- getting to the bottom of opt-in engagement
**Date:** Thursday, February 20, 2014 9:06:16 AM

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CivicPlus is the proven leader in developing government websites, always keeping in mind ease of use and community growth. Work efficiently, communicate effectively.

CivicPlus

# What's the big deal with 8.3 seconds?

## Encouraging citizens to complete forms online

**8.3 seconds.** That is the average time it takes for a citizen to complete a form, opting-in to receive your message. And we've discovered that these are valuable seconds, to be won or lost, in the blink of an eye.

CivicPlus launched our **Model Cities Project** to get to the bottom of this question... what makes a citizen opt-in to receive your message?

Starting today, join us on our **blog** as we launch the Model Cities Project series. We'll share our findings, offer up ideas you can implement, and create

a conversation on what is working, or not, in your community.

And be sure to **subscribe** with your email address (slightly less than 8.3 seconds of your time) so you won't miss a post in the Model Cities Project series.

Go to Model Cities Project →

You spend hours crafting your community's e-newsletter. You are diligent in sending informational emails you think your citizens want, and need. But if you are not seeing the engagement you had hoped for, this blog series is for **YOU**!

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317 Houston Street, Suite E + Manhattan, Kansas 66502 + 888-228-2233, USA

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