



Deliver

Deliver is Slate's communication tool that sends emails and letters to your audience.

It helps you share the right message with the right people at the right time—automatically or on demand.



DIFFICULTY
Beginner



ESTIMATED TIME
7 minutes



CATEGORY
Engagement



1. Why this matters

Deliver helps you communicate at scale while keeping messages personal and timely. It strengthens engagement, improves efficiency, and ensures your audience gets important information when they need it.



2. Think of it like...

If Slate stores your data and helps you manage your processes, Deliver is how you start the conversation. It's your megaphone—reaching the right people with the right message.



3. The Big Picture



Deliver connects your data to your message and gets it in front of the right people.



4. Common Misconceptions

- Deliver is only for emails. (It can send letters too.)
- Deliver always runs on a schedule. (It can be triggered by rules, events, or sent manually.)
- Deliver emails go to everyone in Slate. (They only go to the people you choose.)
- Once a Deliver is sent, you can't do anything. (You can pause, stop, or resend in many cases.)
- Deliver is just for one-time messages. (You can build multi-step communication plans.)



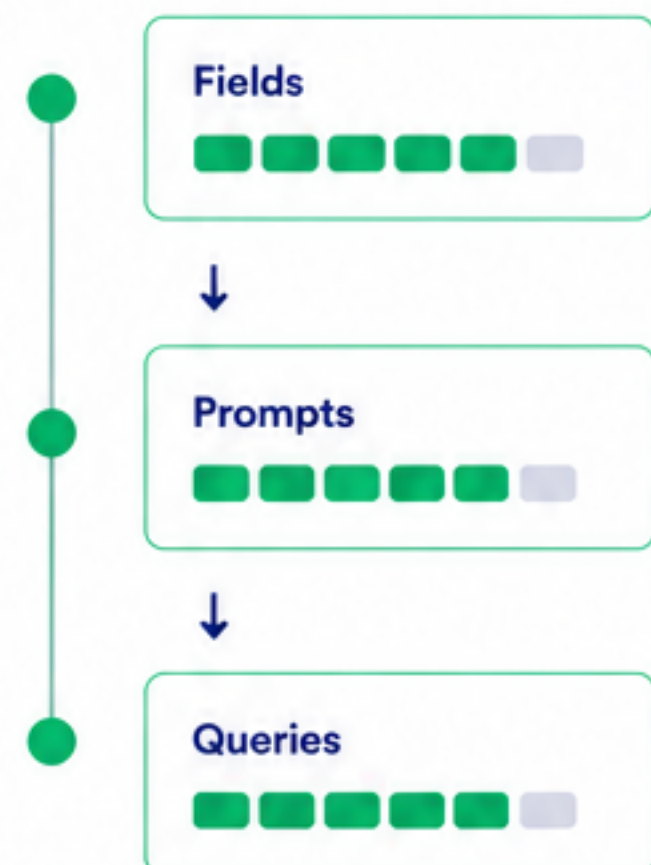
5. Key Takeaways

- ✓ Deliver sends targeted emails and letters to your audience.
- ✓ It can be triggered by rules, events, forms, or sent manually.
- ✓ You design the message, choose the audience, and Deliver handles the rest.
- ✓ Good Deliver communications are clear, timely, and valuable.
- ✓ Use Deliver to build relationships and move people forward.



Understanding Meter

See how this concept fits in your learning journey.



Examples of Deliver Uses

- ✓ Welcome emails for new applicants
- ✓ Application reminders
- ✓ Checklist item notifications
- ✓ Event invitations and confirmations
- ✓ Decision letters (acceptance, waitlist, etc.)
- ✓ Financial aid award notifications
- ✓ Survey requests
- ✓ Re-engagement campaigns
- ✓ And many more!



Next Concepts

- Rules
- Events
- Forms
- Populations
- Slate Print
- Reports