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For immediate release:

NEW EBOOK UNCOVERS SECRETS OF ELECTION RESPONSE RATES

Survey & Ballot Systems releases Secrets of Election Response Rates: Understanding Voting Participation in Member-Based Organizations. Report describes healthy response rates, reasonable voting goals and sound election promotion strategies.

When member-based organizations talk about election efforts, it is inevitable that the conversation will turn to the issue of response rates. There is good reason for organizations to be interested in election participation:

- Election efforts require an investment of time and money
- Response rates are used as a measure of member engagement
- A higher response enhances the authority of the outcome

Survey & Ballot Systems (SBS) speaks to the topic of election response rates in the new eBook Secrets of Election Response Rates: Understanding Voting Participation in Member-Based Organizations. From reading the eBook, readers will understand variables that affect voting response, benchmarks based on organization size and tactics to increase participation.

“Our goal has always been to help organizations connect with their membership – successful elections and bylaw voting are keys to reaching this goal,” said Jon G. Westerhaus, President of SBS. “As an [election services](#) company, we feel it our responsibility to provide organizations with a realistic perspective on voting response rates. Through this publication, we are able give organizations information that will help them judge healthy response rates, set reasonable goals and select appropriate election strategies.”

Secrets of Election Response Rates is a free resource published by SBS. Download the eBook in PDF format here: <http://www.surveyandballotsystems.com/resource-library/resources/secrets-election-response-rates-ebook/>

About SBS

Since 1990, SBS has been providing customers with the tools and resources to conduct highly successful elections. The world’s top associations, cooperatives and member-based organizations trust SBS to plan and manage their elections. SBS election services include traditional paper ballot elections, [online voting](#), telephone voting and hybrid voting systems. If your organization could benefit from conducting the highest quality election available, with guaranteed and certified results, make sure to visit www.surveyandballotsystems.com for more information.