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For immediate release:

Kootenai Electric Cooperative Engages Thousands of Members in Annual Election with the Help of Survey & Ballot Systems

Kootenai Electric Cooperative and Survey & Ballot Systems establish paper mail-in ballot process that enhances member participation in director election.

MINNEAPOLIS – August 9, 2012 – Survey & Ballot Systems (SBS), a leading provider of election services and secure Internet voting systems, proudly announced an increased response rate for Kootenai Electric Cooperative's (KEC) annual election.

In the past, Kootenai members met at the annual meeting to cast their ballots in KEC director elections or bylaw votes. KEC's challenge was to find a way to boost participation and find an alternative to the on-site only voting process. KEC met this challenge by implementing an SBS managed paper mail-in ballot process. It also created an integrated awareness campaign, which included a description of the new procedure in the member newsletter, posts in social media channels used by membership, and the creation of an incentive drawing.

"We significantly increased our election response rates – going from just a couple hundred votes with our previous process to 3,575 ballots returned with our new mail-in voting method," said Erika Neff, Communications Coordinator at Kootenai Electric Cooperative.

For more information on how SBS assisted KEC with its annual election, visit http://www.surveyandballotsystems.com/success_stories/kootenai-electric-cooperative-election/.

About Survey & Ballot Systems
Since 1990, Survey & Ballot Systems has been providing customers with the tools and resources to conduct highly successful elections. The world's top associations, cooperatives, and member organizations trust SBS to plan and manage their elections. SBS election services include traditional paper ballot elections, online voting software, 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 http://www.surveyandballotsystems.com for more information.