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For immediate release:

New eBook Reveals Keys of Online Voting

Survey & Ballot Systems releases 'Online Voting: A Guide for Member Organizations,' an eBook that advises member organizations on successful online elections.

MINNEAPOLIS – December 10, 2012 – Over the past decade, Internet use has exploded. Everyday, actions such as shopping, banking, and communicating are increasingly being done online. This year, Internet use in the United States reached 245 million people, representing 78.1 percent of the population. With this percentage of people online, it is natural that member organizations like associations, cooperatives, and unions are turning to electronic methods to carry out their election efforts.

Moving an election to the web requires careful planning and strategy. To help, Survey & Ballot Systems (SBS) has created a useful guide that advises member organizations on online voting best practices. From the eBook readers will learn:

- Advantages of online voting
- Five steps to successful web elections
- Keys to online election success
- Essential security practices
- Boosting participation with online methods

“It’s one thing to take an election online, it’s another thing all together to have in place a dynamic web voting system that delights your members and maximizes voter participation,” said Jon Westerhaus, President of SBS. “Advanced tactics, dynamic tools, and experienced strategies are essential to successful online elections. Our eBook provides not only the ground work, but also offers a roadmap to arriving at where you want to go regarding web elections.”

Online Voting: A Guide for Member Organizations is a free resource published by SBS. Download the PDF here: <http://www.surveyandballotsystems.com/resource-library/resources/online-voting-ebook/>

About Survey & Ballot Systems

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.

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