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Survey & Ballot Systems

**For immediate release:**

**Survey & Ballot Systems Releases New Guide on Outsourced Elections and Election Services**

*Survey & Ballot Systems announces A Guide to Outsourced Elections, an eBook that shares how organizations can benefit from having a third-party administer voting.*

MINNEAPOLIS – March 8, 2013 – Member organizations across the country are striving to make their elections that best they can be. The reason: voting is the perfect opportunity to get members involved in the organization, however, the specialties of member organizations lie in providing services and education to members, not running elections. As a result, a vendor is frequently hired to help execute voting, add a new participation method, or employ advanced reporting.

Survey & Ballot Systems (SBS) speaks to this topic in its new eBook, *A Guide to Outsourced Elections*. After reviewing the eBook, readers will understand the value a third-party can bring to a voting process and how three different member organizations improved their efforts by outsourcing their elections.

“When associations, cooperatives, clubs, and unions outsource any professional service, leaders want to know why it is a good idea to look outside the organization to get it done,” states Jon Westerhaus, President of SBS. “*A Guide to Outsourced Elections* outlines how election managers can maximize efficiencies, save money, and protect their organizations by hiring a third party to run their voting.”

*A Guide to Outsourced Elections* is a free resource published by SBS. To learn more about the eBook and to download the PDF, visit: <http://www.surveyandballotsystems.com/resource-library/resources/outsourced-elections-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](http://www.surveyandballotsystems.com) for more information.

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