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Survey & Ballot Systems

For immediate release:

Survey & Ballot Systems Launches Checklist for Successful Elections

Survey & Ballot Systems publishes 'A Checklist for Successful Elections' an important resource for member organizations and associations looking to optimize voting efforts.

MINNEAPOLIS – August 21, 2013 – Survey & Ballot Systems (SBS) a leading provider of election services and secure Internet voting systems, today announced the release of *A Checklist for Successful Elections*, a helpful 21-page guide designed to assist organizations looking to improve private election efforts and annual member voting.

The eBook presents findings from over two decades of election service to member organizations, explains requirements for well-run voting, and provides tips on how to incorporate beneficial changes into election processes.

Readers of *A Checklist for Successful Elections* will learn how to:

- Form election goals and budget
- Select the right participation methods based on their type of member organization
- Design easy-to-use ballots
- Build participation strategies that increase member response
- Put in place steps for accuracy, security, and transparency

“The election managers we know tend to obsess over their elections. They want everything perfect and no surprises,” states Peter Westerhaus, Vice President at SBS. “Our job is to inform the member-organization community on the steps they can take for the absolute best voting experience – and that’s what *A Checklist for Successful Elections* is all about.”

A Checklist for Successful Elections is available at: <http://www.surveyandballotsystems.com/free-resources/election-resources/a-checklist-for-successful-elections/>. A printed version of the guide can also be requested from SBS at <http://www.surveyandballotsystems.com/contact-us/>.

About Survey & Ballot Systems

You run elections, we provide the resources, services and security to make those elections highly successful. Since 1990, SBS has worked with the world’s top associations, cooperatives, credit unions and member-based organizations to plan and manage their voting processes. Whether you need traditional paper balloting, [online voting](#), on-site voting or a hybrid election, we have the expertise to make it happen. Let us be the independent third party to administer your election or provide you with the tools to run it yourself. [Contact us](#) for more information and we’ll customize an election solution for your organization’s unique needs.

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