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Survey & Ballot Systems

**For immediate release:**

**Survey & Ballot Systems Announces eBook on Advanced Methods to Increase Voter Response**

*Survey & Ballot Systems publishes '10 Expert Tactics to Increase Election Participation' a free resource for member organizations looking to boost voter turnout*

MINNEAPOLIS – July 31, 2013 – Survey & Ballot Systems (SBS) a leading provider of election services and secure Internet voting systems, today announced the publication of *10 Expert Tactics to Increase Election Participation*, a guide aimed at helping member organizations encourage voting in their privately run elections.

The eBook shares innovative ways to increase response, including newly developed SBS voting technologies and low-cost promotion ideas SBS has received from its clients. Readers of *10 Expert Tactics to Increase Election Participation* will learn:

- Creative ways to incentivize members to vote
- Promotion tactics to increase candidate recognition
- New technology that encourages members to take action
- Social media sharing methods that increase election awareness
- Quick, convenient voting options for association elections

“We know that election participation is the measure that many associations use to judge how connected members are to their organization,” states Peter Westerhaus, Vice President at SBS. “In *10 Expert Tactics to Increase Election Participation*, we share tactics our clients are using and advanced technologies we have developed to help move the needle in the right direction for voter response. The methods presented are tactics many organizations can use in their next election to get connected with members through the power of voting.”

*10 Expert Tactics to Increase Election Participation* is available at:

<http://www.surveyandballotsystems.com/free-resources/election-resources/10-expert-tactics-to-improve-election-participation/>. The guide is a complimentary resource.

**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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