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For immediate release:

**Survey & Ballot Systems Releases New eBook on Campaigning Best Practices
for Member Organization Elections**

Survey & Ballot Systems publishes '8 Tips for Successful Campaigning' – a free resource for member organizations looking to explore if campaigning is appropriate for their elections

MINNEAPOLIS – February 27, 2015 – Survey & Ballot Systems (SBS) a leading provider of election services and secure Internet voting systems, today announced the publication of *8 Tips for Successful Campaigning*, a guide on the benefits and challenges campaigning and electioneering can have on member-organization elections.

The eBook outlines campaigning best practices in association elections and strategies for successful policies. Readers of *8 Tips for Successful Campaigning* will learn:

- How campaigning can boost election participation
- Responsibilities organizations have when allowing campaigning
- How to use the nominations process to develop future leaders
- Eight tips for developing a successful campaigning policy
- A case study on how the American Geophysical Union effectively implemented campaigning

“Campaigning and electioneering is a hotly debated topic when member organizations discuss their elections,” states Jon Westerhaus, President at SBS. “In *8 Tips for Successful Campaigning*, we share what we have seen when our clients have decided to allow campaigning in their elections. During 25 years of managing elections, we have seen the good, the bad, but more importantly, the strategies and policies that work when campaigning is allowed. We hope all member organizations that are on the fence about campaigning read this helpful guide and decide if it is right for them.”

8 Tips for Successful Campaigning is a complimentary resource available at:

<http://www.surveyandballotsystems.com/free-resources/election-resources/8-tips-for-successful-campaigning/>.

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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