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For immediate release:

Webinar Highlights Nine New Ways to Boost Participation in Member Organization Elections

Survey & Ballot Systems to host online event that examines the latest tactics and strategies for increasing voter response in 2014.

MINNEAPOLIS – January 29, 2014 – Survey & Ballot Systems (SBS), a leading provider of election services and secure Internet voting systems, today announced that it will host two live webinars February 20th, 2014 and February 26th, 2014. The online events, titled *9 New Tactics for Boosting Voter Response* will examine the latest techniques associations, cooperatives, clubs, credit unions and other organizations are using to enhance participation in their election efforts.

During the session, Tim Madsen, Marketing Manager at SBS, and Rhiannon McLane, Marketing Coordinator at SBS, will cover:

- The primary reasons member organizations are interested in improving voter response
- New technologies developed to help encourage member participation
- Low and no-cost promotional tactics organizations are using to “get out the vote”

“As election service providers to all types of organizations, we get to look at how hundreds of private voting events are run each year,” states Peter Westerhaus, Vice President of SBS. “This view lets us observe what works best in getting members to cast their vote. In *9 New Tactics for Boosting Voter Response* we share participation trends we have seen over the past three years, highlight new technologies we have developed to help promote response and share some creative methods our clients have used to get the word out about their voting events. Our goal is to have attendees walk away from the event with actionable ideas they can use to boost member participation in their own organization elections.”

SBS staff will answer questions from the audience at the conclusion of the presentation. To register:

- Thursday, February 20th at 10:00am CST: <https://www3.gotomeeting.com/register/942536430>
- Wednesday, February 26th at 10:00am CST: <https://www3.gotomeeting.com/register/775498182>

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.