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**For immediate release:**

New Webinar Shares Electioneering and Campaigning Tips for Association Elections

*Survey & Ballot Systems and the American Geophysical Union host online seminar that investigates how member organizations are approaching electioneering and campaigning.*

MINNEAPOLIS – July 8, 2014 – Survey & Ballot Systems (SBS), a leading provider of election services and secure Internet voting systems, today announced that it will host a live webinar July 30<sup>th</sup>, 2014. The online event, titled *Five Lessons on Electioneering and Campaigning* will give insight on what associations should be aware of when considering candidate campaigning in their elections

During the session, Tim Madsen, Senior Marketing Manager at SBS, and Cheryl Enderlein, Assistant Director of Leadership at the American Geophysical Union (AGU), will cover:

- Electioneering trends in the association industry
- How recent technology allows efficient and effective sharing of candidate messages
- ‘Dos and Don’ts’ when allowing campaigning
- How harnessing the power of your most engaged members can maximize participation
- AGU’s approach to electioneering and how they solved their campaigning challenges

“Candidates running for office are often times the most active and passionate people in an organization,” states Peter Westerhaus, Vice President SBS. “Associations and other member organizations are apt to harness this energy in an effort to maximize election participation, but they need to make sure that all candidates get an equal opportunity to share their messages and that they follow documented policy. With the help of AGU, our new webinar *Five Lessons on Electioneering and Campaigning* addresses how member organizations can utilize candidate campaigning to maximize participation and guidelines to consider when forming election policy.”

A live Q&A session will follow the presentation on July 30th. To register, visit:

<https://www3.gotomeeting.com/register/752628934>

**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.