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Survey & Ballot Systems

For immediate release:

New Article Offers Tips on Writing Successful Election Candidate Statements

Survey & Ballot Systems publishes 'Successful Candidate Statements in Seven Easy Steps', a resource that outlines how to write engaging association election biographies.

MINNEAPOLIS – March 24, 2014 – Survey & Ballot Systems (SBS) announces the release of its newest election article, *Successful Candidate Statements in Seven Easy Steps*, an article that educates how candidates running for leadership positions in member-organization elections can write effective biography statements that encourage voting and engagement.

The post, written by SBS' Senior Marketing Manager Tim Madsen, covers how candidates should introduce themselves to voters, the best ways to get members invested in the election, effective strategies to present goals and visions, and why it is crucial for candidates to understand member demographics.

“Good candidates are vital to successful elections, so it is important that associations teach aspiring leaders the best ways to communicate with and attract voters,” states Peter Westerhaus, Vice President at SBS. “In this article, we help outline what information should be included in candidate statements so that these messages inspire members to vote.”

'Successful Candidate Statements in Seven Easy Steps' is available at *The Election Experts*, a blog dedicated to increasing awareness about successful election practices, online voting and surveys for member-based organizations:

<http://www.surveyandballotsystems.com/successful-candidate-statements-in-seven-easy-steps/>

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, phone 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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