

FOR IMMEDIATE RELEASE

Survey & Ballot Systems Launches Text Message Invites for Increased Voter Engagement

EDEN PRAIRIE, MN - Survey & Ballot Systems (SBS), a leading provider of online voting and governance software solutions, is excited to announce the launch of its newest feature: [text message invites](#). This new addition will allow clients to reach their voting members quickly, easily, and efficiently, increasing engagement and response rates.

With the rise of smartphones and text messaging, SBS recognized the need for an alternative and effective method of communication that would allow organizations to reach their members and stakeholders easily. Text message invites are an ideal solution, as they provide a quick and direct way to invite participants to vote in director elections, bylaw amendments, mergers, and contract ratification votes. This feature will also allow clients to send reminders and follow-up messages, ensuring that all participants have the opportunity to cast their ballot.

"SBS is committed to providing our clients with the most advanced and effective voting and governance solutions available," said Tony Hoff, SBS Marketing Director. "We are thrilled to offer verified text message invites as a new tool to help our clients reach their members wherever they are to increase voter participation while streamlining their communication efforts." Verified text messages enhance the credibility of the information being sent, ensuring the message is authentic and comes from a trusted source.

Text messages maximize convenience for members, and with the high open rates, can significantly increase voter participation in organization elections. Verified text messages can increase communication effectiveness, as the recipient is more likely to take action knowing the message is trustworthy. This makes text message invitations a practical and accessible method for reaching potential voters. To participate, voters opt-in, receive the text, and immediately cast their vote anywhere, anytime. With personalized one-click links, members click, log in securely, and instantly take action.

"We believe that text message invites will be an incredible asset for our clients," said Hoff. "This feature provides a unique opportunity for organizations to connect with their members and stakeholders, and we look forward to seeing the positive impact it will have on engagement and participation."

For more information on Survey & Ballot Systems and its managed elections, online voting, and governance software solutions suite, visit www.surveyandballotsystems.com.

Contact: Hannah Seeley, Marketing Specialist

Phone: 800-974-8099