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**For immediate release:**

**Survey & Ballot Systems Releases New eBook on How to Promote Credit Union Elections**

*Survey & Ballot Systems publishes '10 Proven Ways to Promote Your Credit Union Election' – a free resource for credit unions looking to increase voter response and get maximum return on their elections.*

MINNEAPOLIS – July 28, 2015 – Survey & Ballot Systems (SBS) a leading provider of election services and secure Internet voting systems, today announced the publication of *10 Proven Ways to Promote Your Credit Union Election*, a guide that outlines how credit unions can increase the visibility and awareness of their voting events.

The eBook explores effective tactics, strategies and communication plans for credit union elections. Readers of *10 Proven Ways to Promote Your Credit Union Election* will learn:

- Benefits for contested elections
- Open and transparent governance tips to encourage response
- Sample election communication and promotion plans
- In-branch and reminder tactics for voting events
- How new technology can increase convenience and participation

“Credit unions know that voting is foundational to the structure and operation of their organizations,” states Peter Westerhaus, Vice President at SBS, “but members will only participate if they are aware of the event. One of the top reasons credit unions reach out to us is to help increase response and boost election visibility. Fortunately, through years of client service, we have seen the most effective forms of promotion. In *10 Proven Ways to Promote Your Credit Union Election*, we share these tips with the credit union community so they can be used when planning future voting efforts.”

*10 Proven Ways to Promote Your Credit Union Election* is a complimentary resource available at: <http://www.surveyandballotsystems.com/free-resources/election-resources/10-proven-ways-to-promote-your-credit-union-election/>

**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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