

# A GUIDE TO ELECTIONS

UNDERSTANDING WHAT YOU NEED TO KNOW



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# OUR VALUE

Election-America is a true election specialist company, not a generic “one size fits all” provider.

Election-America offers educational guidance and personalized solutions for your organization’s election goals. We stand alone in providing the required range of expertise, products, and services. **With a free consultation, organizations will find they now have the ability to choose from a number of optimal solutions to achieve their election objectives.**

With the formation of an election partnership, organizations receive personalized attention from Election-America’s experienced and professional team, including a devoted project manager providing consultation, review, and analysis at every step in the election process.

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## INFORMATION FROM ELECTION-AMERICA

Election-America is providing this guide as a free service to organizations both large and small in planning for elections. If you have questions at any time, please feel free to reach out to your Election Partner representative for a free election planning consultation.

# ABOUT ELECTION-AMERICA

Election-America provides customized election services to private and public entities, both large and small. **Whether your election involves Board of Director, Trustee, Officer or other elected positions, we have the experience and proven success in handling all your election governance requirements and administration and reporting needs.**

Election-America was founded by election innovators managing countless elections for a wide array of organizations. Among our achievements, we include:

- ✓ Ran world's largest membership-based hybrid election (2.1 million voters)
- ✓ Saved New York City \$800,000+ by bringing school board elections online
- ✓ Worked with the Dept. of Defense to improve voting for troops overseas
- ✓ Set the world record for online votes received in a single day
- ✓ Managed the first-ever use of online voting in a legally binding election
- ✓ Conducted a hybrid election process for the world's oldest voting body

We are experts in offering a complete range of tailored designs that can incorporate bylaw and contract resolutions, membership feedback queries, and surveys. Our partners include educational associations, alumni associations, medical associations, professional associations, homeowners associations, financial institutions, unions, private membership groups, and others, large and small.

A blurred background image of a business meeting with several people in professional attire looking at documents and talking.

# A GUIDE TO ELECTIONS

Conducting an election can be a difficult task, because of having to deal with escalating costs and increasing administrative burdens, all while trying to keep your members happy.

We offer a wide variety of voting methods and consultation services. We invite you to take a look at some of our innovative offerings.

By partnering with Election-America, you can achieve your goal of decreasing your election budget while increasing voter turnout with our secure and user-friendly solutions.

Election-America responds to an ever-changing environment by continuously looking for ways to improve and innovate. Make sure your next election is in good hands by partnering with Election-America. We look forward to working with you!



Contact Election-America today for a personalized consultation.  
866-514-2995 [services@election-america.com](mailto:services@election-america.com)

A background image showing a crowd of people with their hands raised, suggesting a vote or a public gathering.

*“Elections don’t operate in a vacuum...”*



# CHOOSING A PARTNER YOU CAN TRUST

There is likely no more important element in choosing an election partner than trust. The first step in any election should be finding a full-service election specialist. **Whether you're looking for help with just a few tasks in your election or full "soup to nuts" assistance, having the expertise you need on call is key to a successful election.**

With offices in New York, Washington, DC, and California, we have a dedicated and experienced staff to answer questions and offer proven innovative solutions. We have managed complex elections on six continents and processed millions of votes. With over 50 years of combined expertise, our founders have developed Election Central®, the backbone of Election-America's advanced, highly secure, yet easy-to-use voting system.



# WHAT YOU NEED TO KNOW

Postage and printing costs rise each year. Thankfully, advances in technology continue to uncover new opportunities for controlling these costs. For decision-makers who find the right experts, these opportunities also provide ways to improve communication with members, increase voter participation, and facilitate membership renewals.

## Factors to consider:

- ◆ **CONFIGURATION** is necessary to meet your election needs. Be sure to pick a partner who fits your requirements.
- ◆ **EXPERTISE** in the field of elections can help you navigate governing laws, rules, regulations, and internal organization bylaws and policies.
- ◆ **COST** is always a factor in any vendor decision. It's critical to plan for an efficient use of resources.
- ◆ **PERSONAL ATTENTION** from a knowledgeable team of specialists, including a dedicated project manager, can guarantee election success.
- ◆ **PARTICIPATION** can be the ultimate measure of any election. Solicit suggestions from possible partners.
- ◆ **SECURITY** can be notoriously difficult to evaluate. Don't be fooled by flashy logos and automated services.

*Additional information readily available upon request. Please feel free to call or email your Election Partner representative to request supplementary information.*



# PLANNING, PLANNING

When managing elections, there is no such thing as too much planning. Start by reviewing previous elections, then develop a plan, set a schedule, and stick to it.

## KEY DATES TO CONSIDER

- Kick off the election awareness campaign
- Call for nominations
- Finalize the candidate list
- Collect biographical information
- Announce and publish election dates
- Share election-related news on social media
- Post notices online
- Print and mail or email ballots
- Send email reminders
- Publish election results

## KNOW WHO'S INVOLVED

Consider the roles of other people or departments in your organization relating to the election. When setting up a schedule, be sure to consider groups like IT, Membership, and Governance.

## GET LOCAL

The most successful election planning involves the members. If your organization has chapters, sections, or committees, find leaders who can help spread the word.

# AND MORE PLANNING

## AVAILABLE VOTING METHODS

We specialize in paper ballots, online voting and telephone voting, and the integration of all three. There are also a number of customizable options available.

- **Hybrid Election** - Adding an option to vote online - while still mailing every member a paper ballot
- **Composite Election** - Emailing ballots to all members with email addresses on file and mailing paper ballots to the rest

## COST

At Election-America, there is always a solution that best meets your objectives. While printing and mailing are the largest cost components of an election, we can customize a solution for you to lower production costs and improve participation.

## YOU MAY ALSO WANT TO CONSIDER...

### ENGAGING YOUR MEMBERS

Giving your members more than one method to vote will increase your voter turnout and provide you with valuable data on membership communication preferences. Additional benefits include increased membership renewal rates and additional channels for future communication.

### GOING GREEN

Using and encouraging electronic voting methods demonstrate to your membership and potential new members that your organization is actively looking to "Go Green." Due to printing and postage price increases, online voting is also the most cost-effective voting method.



Contact your Election Partner representative at Election-America today to learn how we can help optimize your election.

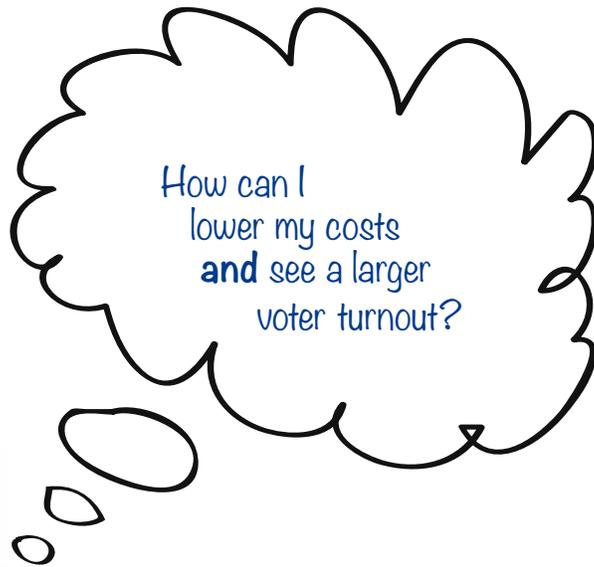


# ARE YOU THINKING OUTSIDE THE BOX?

Each election cycle brings opportunity for improvement.

It's important to compare results each year and find opportunities to improve. If you can't say your most recent election is better than the last, you've missed an opportunity. Find an election partner who can keep you informed of the latest innovations.

Our Election Partner representatives offer free election review consultation and can even set up personalized demonstrations. If you are looking for ways to improve your current election methods, Election-America is your best resource in the market today. When it comes to planning and improving your election process, you receive personal attention and informative assistance from our trained staff. We'll work with you to incorporate your budgetary objectives with a customized process that is best for you.



# WHAT DO YOU THINK?

Contact Election-America for a demonstration today.

## REDESIGNING YOUR PRINTED MATERIALS

For many, implementing elections involves the use of traditional printed paper ballot packages. Budgetary costs associated with traditional paper packages include print, postage, and additional staff labor hours that redirect resources away from other crucial organizational functions.

Election-America can design a custom ballot package and manage any or all aspects of printing or production for your organization, thus saving you time and money.

## KEEP YOUR INFORMATION UP-TO-DATE

Members move and often forget to keep their organization informed. For all elections, turnout is only as good as the membership list. According to the U.S. Postal Service, 23% of all mail is undeliverable. For email addresses, the percentage is similar, with surveys estimating 20% of membership emails "going bad" annually. Using a combination of proprietary tools and advanced industry techniques, Election-America offers unique services to ensure the best possible deliverability rates for all of your members.



# ELECTION CENTRAL®

## INNOVATION YOU CAN TRUST

*In 2003, our founders developed an advanced, powerful election system providing **greater usability, reliability, configurability, and security** in handling paper, online, and telephone voting.*

*Election-America will work with you to customize your election to suit your organization's objectives – from ballot design to voting methods, you're in good hands.*

### USABILITY

Our custom ballot designs present your members with easy-to-understand information and instructions. Specialists at the Massachusetts Institute of Technology have reviewed Election-America's ballot designs to optimize the readability and usability of the ballot.

### RELIABLE

Our voting system has a 99.999% uptime guarantee in SLA. We make sure that only authorized voters participate and that every vote is tabulated accurately.

### CONFIGURABLE

Election Central® is designed to work with all modern browsers and operating systems. Additionally, we can design your online election to reflect your organization's unique branding.

### SECURE

Election-America prides itself on offering the most secure voting system available in the market. Patent pending, [https+](#) is our top-of-the-line, data encryption security system. Election-America can ensure that each member casts only one vote.

Request Election-America's detailed security document for more information, or we would be happy to set up a meeting to compare our system to any other.

# KEY FEATURES

- ✓ Flexible and configurable
- ✓ Increased voter satisfaction
- ✓ Increased voter turnout
- ✓ Pre-election personalized planning
- ✓ 24/7 access, monitoring, and voter support
- ✓ Cost-effective solutions for any budget
- ✓ Maximized ballot delivery
- ✓ Custom ballot design
- ✓ Automated results available in minutes
- ✓ Multi-lingual elections
- ✓ One vote per member security

## PAPER BALLOTS

We specialize in custom ballot design and manage all printing, mailing and scanning. As the cost of print and mail continues to rise, we offer innovative solutions designed to reduce printing and postage costs, while providing a professional presentation.

## ONLINE BALLOTS

Online voting is quickly becoming the method of choice for many organizations. Our team members are experts at enhancing online integration and increasing turnout. We can create a Web Bridge™ or “Single Sign On” which allows your members to vote via your existing site. (See page 15 for additional information).

## TELEPHONE BALLOTS

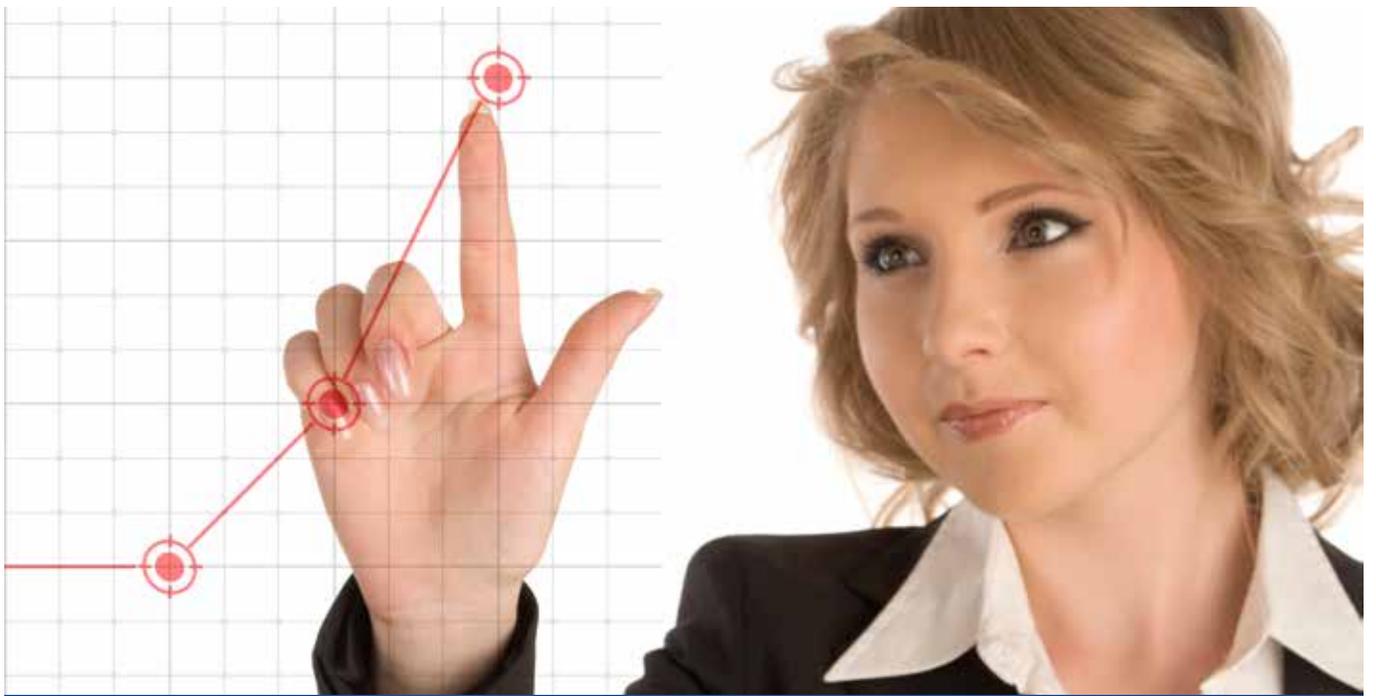
Where telephone voting is desired, Election-America can offer Interactive Voice Response voting in a secure, reliable and easy-to-use system.

## HYBRID ELECTIONS

All members receive a paper ballot with the option to vote online. Great way to transition into online voting and collect members’ email addresses.

## COMPOSITE ELECTIONS

Composite elections are quickly becoming one of our most popular methods. We email ballots to all members with email addresses on file and mail paper ballots with the option to vote online to the rest.



# ELECTION MANAGER™

## SIMPLIFYING ADMINISTRATION

Election-America has created the ultimate tool to carry out a multitude of election functions with a few simple clicks. **In addition to your dedicated project manager, you have access to Election Manager™, which provides all the tools you'll need to manage every aspect of your election.** Through this web-based application, you can easily review your ballots before your election begins, monitor participation during the election, and report results as soon as your election ends.

### CAPABILITIES

*Election Manager™ can easily offer a customized administration system to provide:*

- An auditable preview of your election for testing and proofreading
- The option to access or update voter information while maintaining the secrecy of the vote cast
- Statistical reporting
- Real-time election results
- The ability to seamlessly add new members
- Remote Teller - audit, count or recount tallied votes through scanned images of the ballots



We recommend requesting a demonstration to get a look and feel for this dynamic online tool. Any of our Election Partner representatives would be more than happy to take you through the system.

# PERFECTING YOUR ELECTION

**Election-America offers a number of additional services that will enhance not only your election, but your relationship with your members.**

## EMAIL COLLECTION

With the expansion of internet usage, your members are shifting online and they're creating new email addresses. Collecting, maintaining, and capitalizing on the use of email addresses for your members can be a challenging and cumbersome task. **Take advantage of our unique services and strategic plans to expand your email list, access member file analysis, and optimize ballot delivery.**

## NOMINATIONS CENTRAL™

Election-America has a configurable, virtual management system in place to:

- Track and collect your candidates' applications
- Review their eligibility
- Manage their biographies and photographs
- Handle the collection of petition signatures (paper or electronic)

## WEB BRIDGE™

Election-America can connect our voting system with the existing "members only" section of your site. This allows your members to vote through your site, with their member information. In other words, we build a "web bridge" that connects our sites and enables your members to vote directly from your website.

**Election-America never needs access to your members' login information.**

## AWARENESS COMMUNICATIONS

Increase participation with notices sent by mail or via Internet. We have content designs that make it easy for your members to use and get involved.



We look forward to answering any questions you may have and appreciate the opportunity to discuss our services with you in further detail.  
Contact Election-America before your next election.

## Our Difference

Election-America does not just provide you with improved election services; we work to form a lasting partnership with each of our clients. We firmly believe that we succeed only when you've achieved the best possible election outcome.

## Innovative Techniques

Consider learning about the innovations we offer to create the best solutions for you and your members, including improved communication and simplified voting.

## Free Consultation

Whether you're interested in increasing voter turnout, reducing election costs, or presenting your message to your members in a better way, we invite you to take advantage of our free consultation services.



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**Election-America**  
In the business of perfection