



Online vs. Paper-based Elections – How Do They Stack Up?

The electronic age is perhaps the greatest enabler the world has ever known. Innovations such as the Internet, e-commerce, and e-mail have made us more efficient and given us unprecedented access to information and people. With remarkable advances in electronic security, transactions can now take place that were never before possible. So it makes sense that organizations committed to advancing its level of service to members while lowering operating costs are moving away from traditional paper-based election processes and embracing Internet-based solutions like eBallotTM. When it comes to stacking up paper-based elections against online processes, there really is no comparison.



Why Be Penalized for Increasing Membership?

With traditional paper-based elections, the average cost for ballot printing, envelopes, and tabulation is \$3-\$5 per organization member, not including additional postage fees and customer service charges if the member has difficulties. With each new member that joins the organization those additional election expenses grow, often at unpredictable rates making budgeting and planning difficult. With eBallot there are no additional fees, enabling organizations to grow their membership, plan elections, and meet their budget with 100% confidence every time.



Election Efficiency = Measurable Results

The executive board of USA Triathlon, a 90,000 member authority for 2,000 multi-sport races yearly nationwide, realized they needed to change from their paper-based election process to using eBallot after spending \$115,500 (6% of each member's annual fee) on their 2006 board of director election, with only 12% of members participating. By moving to eBallot for their 2007 election, USA Triathlon **increased member participation to 33%** while reducing costs to just \$22,000, **saving \$93,500**.

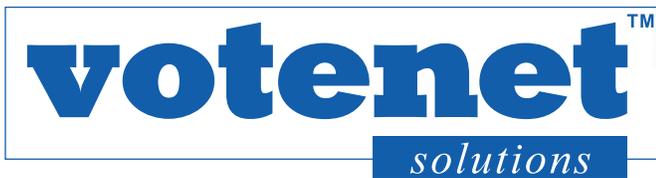
"We received a remarkable amount of positive feedback from our members on how easy and fast the 2007 election process was," stated Skip Gilbert, CEO and Executive Director, USA Triathlon. "With those endorsements, along with our significant improvement in member participation and savings in costs and administration time, we're convinced we've found our election solution."

USA Triathlon Election Process

	2006 Paper	2007 Electronic
Ballots	\$45,000	\$17,000
Postage	\$26,500	\$0
Audit	\$15,000	\$0
Legal	\$15,000	\$5,000
Advertising	\$14,000	\$0
Total	\$115,500	\$22,000

"As a national governing body within the Olympic family, our budgets are primarily allocated to supporting our various constituents realize their athletic dreams. With over 100,000 members the cost for our annual elections was simply restrictive, so the ability to switch to Votenet provided us with a tremendous opportunity. The admin process was simple, the voting mechanism was easy for our members, and the entire election ran flawlessly. It was a win-win solution for everyone, so we will continue to use the Votenet system for years to come."

Skip Gilbert, CEO and Executive Director,
USA Triathlon



online election success. delivered.™



"I Can't Imagine Not Using eBallot"

After 20 years of paper-based polling, in 2007 the Philadelphia Bar Association, America's first chartered metropolitan bar association and Pennsylvania's largest local bar association, utilized eBallot for biannual judicial polling of its 13,000 members. After spending \$36,000 for polling in 2005, including printing, postage, return postage, ballot tabulation, and reporting costs, the association **reduced polling costs by 50% in 2007 by utilizing eBallot.**

"Transitioning from paper-based to online polling went so smoothly and we've reduced costs so significantly, we're regretting not doing it sooner," said Areetha Carter, Staff Counsel, Philadelphia Bar Association. "Now I can't imagine not using eBallot, and highly encourage other organizations to utilize online polling."



Big Results for Small Organizations Too

The Wesmere Home Owners Association, overseers of the 2,000 resident Wesmere Country Club community outside of Chicago, Illinois, utilized online voting for its 2006 board of director elections to improve election costs and efficiency, but had no idea the results would be so immediate. "Votenet Solutions is fabulous. We had **record voter turnout** of 565 residents, and **shaved the cost of our election by 30%,"** stated Kevin Monroe, Election Administrator, Wesmere Home Owners Association. "Internet-based elections are a huge hit with our residents and HOA Board of Directors. The ease of use and the ability to customize the ballot is a tremendous boost to our board member election process."



Elections that Take Days, Not Months

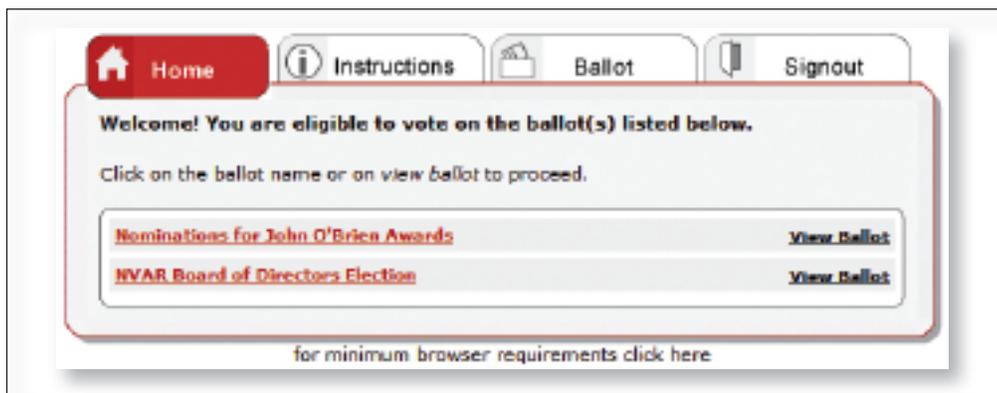
By the time paper ballots are created, printed, and mailed to members, completed ballots are submitted and results tabulated, months may go by. eBallot significantly shortens election processes by:

- enabling set up of sophisticated elections in minutes
- allowing members to cast ballots conveniently from anywhere, anytime
- instantly tabulating results
- creating easy-to-read results reports in a variety of formats



Is Your Organization Ready to Benefit from Online Elections?

Hundreds of large and small organizations across a wide array of industries have joined the movement from paper processes to eBallot, and are reaping the benefits of serving their member's needs for voting ease while reducing operating costs. Is your organization ready for the rewards of the electronic age?



Easy, convenient online voting – After voters securely sign in to an organization's online election, eBallot automatically verifies voter eligibility and presents them with their ballot options, enabling votes to easily be cast from anywhere, anytime