

The Top Ten Considerations for Bringing Your Elections Online

AVECTRA
Academy



About Avectra

- Avectra is the leading provider of membership management software solutions that are the result of more than 15 years of experience serving member-based organization of every size and discipline.
- Avectra's netFORUM solutions enable organizations of all sizes to experience world class membership management.
- Avectra provides the platform that over 1,300 associations have chosen to manage all aspects of their organization, and the Avectra community is growing faster than any other provider.

AVECTRA

Today's Webinar

- Overview of Online Voting Trends
- Ten Considerations
- Q&A
- Additional Resources

Today's Speaker



Michael Tuteur
President and CEO
Votenet Solutions, Inc.

About Votenet

- Votenet™ Solutions, Inc. is the leading provider of secure on-demand voting and election services for associations, unions and corporations.

Voters Served



Voting Events



Trees Planted



Latest Trends in Association Voting

- Organizations of all sizes, membership demographics, geographic locations and industries are using online voting
- The primary use of online voting is for board elections, but many organizations use it for bylaw approvals and to solicit member feedback

Latest Trends in Association Voting

- 62% offer an online ballot option
- Another 21% plan to switch from paper ballots to an entirely online process

Latest Trends in Association Voting

- A desire to modernize the election process was the most popular reason associations switched to online voting
- 60% of the respondents saw voter turnout increase by at least 10%, with about 20% seeing an increase of more than 11%

Latest Trends in Association Voting

- About 40% said switching to online voting saved their association money
- Nearly three-quarters said switching to online voting saved time

Consideration One:
**Check Your Regional, State and National
Regulations**

- Increasingly accepted in all areas
- Where to look for your regulations

Consideration Two: **Check Your Bylaws**

(From Votenet's Top Considerations When Changing Your Bylaws by Jeffrey Tenenbaum of Venable LLC)

- Understand your state's nonprofit corporation act
- Make sure your bylaws are consistent with other governance documents

Top Ten Considerations

- Coordinate the actions of the bylaws committee with legal advice
- Populate your bylaws committee with an accurate cross-section of your association
- Don't make your bylaws too difficult to amend

Consideration Three:

Get Board Member and Member Buy In

- Make sure your voters and leadership are on board with the changes

- Are you worried about older voters?

Older Voters and Technology

- AARP studies and other reports show that older Americans are engaged with new technology, social media and more
- 61% of adults 50+ say they are comfortable online

Older Voters and Technology

- Americans born in 1955 and earlier make up 51% of the U.S. population and represent 46% of the people on the Internet
- The majority of those 50+ access the Internet from a desktop computer
- More than a quarter use a laptop, and almost 10% use mobile phones and smartphones to access the Internet

Consideration Four: **Choose the Right Type of Online Voting System**

- Not just a survey
- Security is key
- In-house solutions may miss important safeguards

Consideration Five:
**Determine the Right Balance of
Paper/Online Ballots**

- Are you ready to go 100% online?
- Phasing in online voting
- Do you need telephone voting options?

Consideration Six:

Take Time To Prepare for the Transition

- Develop a plan for educating the voters
- Pre-election emails/notices
- Special instruction pages

Top Ten Considerations

- Do you need a dedicated staff for questions?
- Collect and verify email addresses
- Consider election period: Is shorter better since you do not have to manage postal mail?

Consideration Seven: **Ensure Online Election Success**

- Create election pages
- Add little extras
 - Multimedia
 - Q&A
 - Candidate bios
 - Big VOTE NOW button/link

Consideration Eight:
**Develop a Plan to Ensure
Great Voter Turnout**

- Just because you build it, doesn't mean they'll come
- Online voting is likely to decrease your overall election budget – invest the money you save into marketing and education

Consideration Nine:
**Develop a Plan to Manage the
Voting Process**

- Write a schedule for emails and postcards:
Remind, remind, remind
- Make sure you can track who has voted and
who hasn't for best results

Consideration Ten: **Establish Criteria for Post-Election Evaluations**

- What are your goals for voter turnout?
- How will you evaluate what worked and what didn't?

Questions?

Additional Resources

After the Webinar, You Will Receive Links to:

- 22 Practical Ways to Increase Voter Turnout
- How to Change Your Bylaws to Accommodate Online Voting
- Bylaw Pitfalls to Avoid
- 10 Questions to Ask About Security
- Will Older Voters Embrace Online Voting?
- Online Voting Vs. Online Surveys: There Is a Difference
- 2009 Index of Association and Non-Profit Voting and Elections
- Online Voting Trends from the Association Community

Thank You

Thank You

AVECTRA

www.avectra.com



www.votenet.com