

# Election Systems & Software

MAINTAINING VOTER CONFIDENCE. ENHANCING THE VOTING EXPERIENCE.



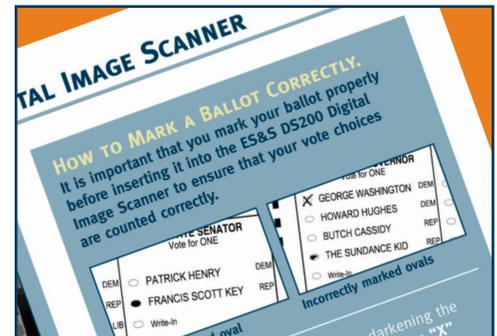
## SERVICE OVERVIEW

# ES&S® Voter Education & Outreach

## Increasing Awareness in Your Community

Election Systems & Software considers voter awareness and outreach to be a critical component of a successful election. When an unprepared voter appears at the polling location – never having had or taken the opportunity to experience the new technology and process – a certain level of anxiety, concern and learning investment is inevitable.

With ES&S' Voter Outreach approach, we employ our reliable and proven processes and materials. The voter arrives at the polling location with confidence and anticipation, and leaves with a sense of accomplishment and pride in the voting process. Educating voters about the election process increases your chances of having a smooth, successful election.



### Key Features and Benefits

ES&S has invested resources in developing tools for our customers to carry out effective voter education and increase community awareness about voting. Our consulting services and materials can help you accomplish the following:

- Raise comfort with technological voting systems
- Generate excitement about voting
- Increase voter participation
- Demonstrate enhanced accessibility for voters with disabilities
- Improve efficiency in the voting process
- Develop confidence among voters during the election process

Educating voters is a huge responsibility to initiate and execute correctly. That is why ES&S has developed a variety of tools for you to use without the need to create such materials from scratch. Due to the changing needs of our customers and the differences among our customers and their needs, we've developed a wide array of tools that are customizable for voter education and community awareness. From How-To Videos to voter handouts, posters and more, we've got the tools for you!

### WHY ES&S?

At Election Systems & Software, we recognize the incredible responsibility we have to voters and election administrators. As a result, **Maintaining Voter Confidence, and Enhancing the Voting Experience®** is our core mission as a company.

ES&S' sole focus is elections and we understand voting systems and election support services better than anyone else in the industry. With over 30 years of experience supporting thousands of elections varying in size and complexity, our staff is intimately familiar with the needs of our customers and the most important aspects of their elections.

ES&S has become a trusted partner with unmatched service support resources, and industry leading products. When you select any ES&S voting systems or service solutions, you are assured confidence, and peace of mind.

ES&S continually develops new technology to meet emerging requirements and deliver ever-improving voting solutions. No matter what your needs, we're prepared to support your election.

*Consulting services and voter education offerings are listed on the back side.*

## ES&S® Voter Outreach & Community Awareness Consulting Services

We make Voter Outreach services an integral part of your partnership with us; consultations, template sharing, and specific issue guidance can direct your County's appointed staff in designing and developing your own materials and programs.

We maintain a wide array of materials, consulting services and programs from which your County can choose. Some of the Voter Outreach Assistance we can provide include:

- 1-2-3-VOTE Posters & Palm Cards
- Voter Outreach Demonstration Invitations
- Quick Start Guides for Voters
- How-To-Vote Video Demonstrations on CD
- Direct Mail Pieces
- Media Kits
- Video News Releases
- Media Relations



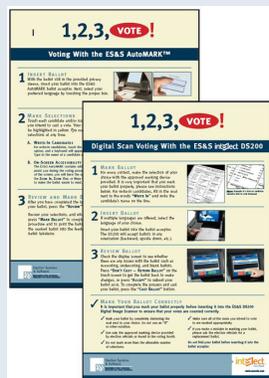
## ES&S Voter Education Offerings

In addition to Consulting Services for Voter Outreach, we have a selection of voter education materials available through your Account Service Representative and on our Online Supply Store for purchase.

The voter education materials available include:

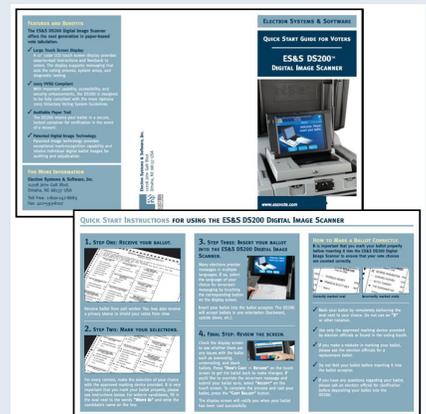
### Voter Education Poster

For display in polling places and throughout the community, these large, easy-to-read posters demonstrate the voting process for an ES&S system in a few simple steps.



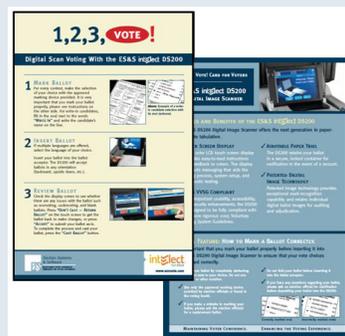
### Voter Quick Start Guides

This easy-to-understand brochure provides a detailed, step-by-step overview of the entire voting process using ES&S hardware. Jurisdictions find this piece to be useful because it is both detailed and easily portable, which makes it especially helpful for pre-election voter education efforts. Additionally, these brochures can be distributed to voters as self-mailers.



### Palm Card

A portable version of the voter education poster, palm cards are a handy and succinct tool. The palm cards' convenient size make them handy for a variety of uses – pre-election distribution, mailings, hand-outs to voters waiting in line to cast a ballot.



### Folded Pocket Guides

This small, folded brochure fits easily into the palm of a voter to reference how to use the voting equipment assigned to their poll location. It's especially helpful for pre-election voter education efforts or to be distributed when voters check-in to vote.



### How-To-Vote Videos

Bring the voting experience to life with these voter education videos that depict a voter completing the entire voting process on an ES&S voting machine.