

## Vote By Mail.

The easy route to more successful elections.

**Vote**  
by **Mail**





**"I would resoundingly endorse the Vote By Mail process. It helped reduce the hours my administrative staff and I had to concentrate on the election, eliminated proxy voting and advance voting day requirements and made voting easier for our electors — the real benefit to this process."**

*– Nancy Wright-Laking, Clerk, Township of Fenelon*

# Vote by Mail



## WHAT IS VOTE BY MAIL?

It's just what the name says. Vote By Mail is a way of conducting elections and referendums using the mail. It's the simple alternative to traditional electoral methods.

Say good-bye to polling stations, advance polls, proxy voting and voter's lists. Voting by mail cuts out many of the most cumbersome and costly steps involved in holding elections.

Vote By Mail transforms every mailbox into a ballot box. And when voting is as easy as mailing a letter, more people will cast their ballots. It's that simple.

That's not just a promise. It's a fact. Vote By Mail elections have proven successful in reducing election costs and increasing voter turnout in case after case in both the United States and Canada.

## WHY CHOOSE IT?

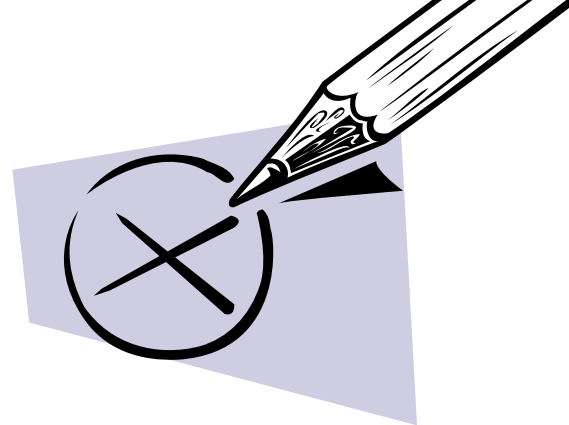
If you're an election official saddled with the responsibility for

- voter turnout
- election expenses
- polling stations and accessibility
- advance polls and proxy voting
- privacy and security issues

... you should consider using the mail for your next election or referendum. Vote By Mail will provide you with simple solutions to these problems and more.

## VOTE BY MAIL

# IMPROVES VOTER TURNOUT



*The small community of Carling Township lies right in the middle of prime Ontario cottage country. With a population of 1,000, traditional elections have never been an expensive proposition. On the other hand, voter turnout has always been a problem. That's because 75% of the population is made up of cottagers and nonresidents. Vote By Mail proved to be an effective way to allow all ratepayers to exercise their franchise.*

When you conduct an election through the mail, you eliminate many of the obstacles which traditionally keep voters away from the ballot box.

Because voters receive their ballot kits at home, they can vote in complete privacy and without pressure. Elderly people and people with disabilities find it much easier to cast their votes because their ballots are delivered right to their homes. And in communities where much of the population is made up of seasonal residents, voting by mail allows these non-residents to cast their votes without having to travel long distances.

When people vote using the mail, they can cast their ballot when it's convenient. They no longer have to worry about fitting it into their hectic schedules. And bad weather is never a deterrent.

Voting by mail makes it easy for everyone to participate in the democratic process.



**"The turnout was tremendous! Almost 59% of the ballots were returned — more than twice the turnout of our two previous elections."**

— Susan Murphy, Clerk for the Municipality, Carling Township

## VOTE BY MAIL

# REDUCES ELECTION COSTS



If you're an official charged with the responsibility of conducting a successful election, your concerns extend beyond ensuring good voter turnout. You're also responsible for keeping election costs down. And Vote By Mail is an effective way to do just that.

In fact, savings of 40% to 60% in Vote By Mail elections are well documented.

Here are just a few of the ways you can cut costs:

- Eliminate rental charges for registration and balloting centres.
- Dispense with the cost of holding advanced polls.
- Reduce fees paid out to registration, polling station & other administrative personnel.
- Slash costs for printing voter's lists and notices, advertising, telephones, couriers, travel and transportation.

*In the Township of Muskoka Lakes, three-quarters of the ratepayers are nonresidents. Previously, they had to hire buses and travel long distances just to cast their votes. Then they were faced with long lineups. Election officials had proxy votes coming out their ears. Vote By Mail eliminated the need for long trips and proxies. Everyone was happy – the councillors, the mayor and especially the voters. And the township saved approximately \$5,000 in the process.*



**"We chose Vote By Mail because our taxpayers deserve better access... It really worked out super. I've already recommended that we do it again."**

— Betty Ann Van Erp, Deputy Clerk, Township of Muskoka Lakes

## VOTE BY MAIL

# SIMPLIFIES THE ELECTION PROCESS



Imagine this. An election with no proxy voting, no advance polling, and no voting stations! That's an election that's easy to administer. And Vote By Mail makes it possible.

That's because you deliver the ballot right to the voter's door. The voter, in turn, delivers it right back to you. You can eliminate everything in between.

To make it easier still, you can choose to have Canada Post handle much of the process for you. You can make use of a Vote by Mail kit that Canada Post has developed, or we can help you customize a kit to meet your specific needs.

And when you conduct an election through the mail, you'll always have a physical ballot in case of recounts or investigations.

It's the simple alternative to traditional voting systems for elections and referendums — at all levels of government and for corporate purposes too.

*What's the best way to sell barley – on the open market or through the Canadian Wheat Board? The Government of Canada let the producers decide in a Vote By Mail plebiscite. Voting by mail was convenient for all barley farmers. The process was simple — and the results were decisive: 62.9% in favour of the Wheat Board. Canada Post helped KPMG, the firm administering the vote, develop a secure, confidential voting kit and manage a highly effective plebiscite.*

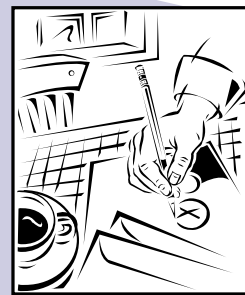


**"I'm pleased with the very good level of producer participation...Out of 77,437 eligible producers, 58,042 exercised their right to cast a ballot – a turnout of 74.95 percent."**

— Ralph Goodale, Minister of Agriculture and Agri-Food Canada

## VOTE BY MAIL

## BECAUSE VOTERS PREFER IT



In case after case, voters have shown their approval for the Vote by Mail process by casting their ballots in unprecedented numbers. That's because voting through the mail is easier and less daunting than the usual method.

Voting by mail offers voters all these benefits:

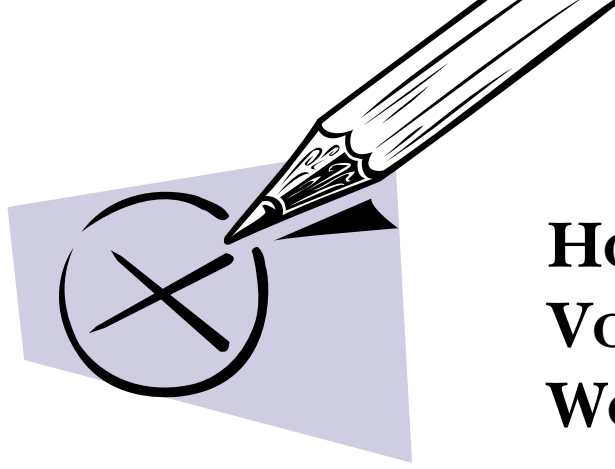
- **It saves time and money.**  
No lines, no transportation, no parking, no babysitters.
- **It's more convenient.**  
Requires no special trips to the polling station.
- **Offers greater flexibility.**  
Voters can vote when and where they want.
- **There's less pressure.**  
There's lots of time to make a decision when voting at home.
- **It's private and secure.**  
Ballots are sealed inside two separate envelopes.
- **No need to take time off work.**  
A boon for employees and employers alike.
- **It's familiar.**  
Everyone uses the mail!

*When the Saskatchewan Party had to elect a new leader recently, it chose to do it through the mail. This was the first time a political party in Saskatchewan had used the Vote By Mail process. Canada Post helped party members develop clear, concise voting instructions. As a result, there were only three spoiled ballots out of the 3,400 cast. And the majority of party members indicated they'd like to see the system employed again whenever an election of this kind takes place.*



**"The Vote By Mail program went very smoothly. The approval of our membership is the ultimate test, and Canada Post passed with flying colours."**

— Tom Lukiwski, General Manager, Saskatchewan Party



# HOW VOTE BY MAIL WORKS

## **START WITH THE VOTER LIST.**

Canada Post's secure and reliable Lettermail services give you multiple options for registration. You can continue to use your existing enumeration process alone or combine it with mail-in registration. Or, validate and update your voter database by mail. You can also set up a permanent registry using the mail for verification.

## **NEXT, MAIL A VOTER KIT TO EVERYONE ON YOUR LIST.**

Kits can be tailored to meet your specific needs. Generally, they contain an instruction sheet, ballot, declaration of confidentiality and 2 envelopes. (See opposite page.)

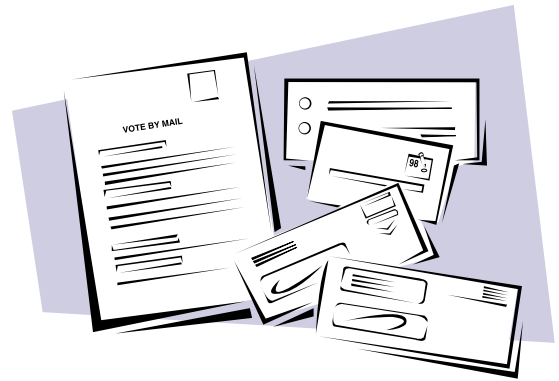
## **THEN THE VOTER MAILS IT BACK.**

The outer envelope is a Business Reply Envelope, so there's no stamp required. This double envelope system makes it easy to follow a set procedure at the returning office to ensure voter anonymity. Ballots are counted as usual.

# **THE VOTE BY MAIL KIT**

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## **AND HOW IT WORKS**



### **STEP 1**

The voter reads the simple instructions on the personalized sheet provided.

### **STEP 2**

The voter fills in the ballot and inserts it in the anonymous inner envelope.

### **STEP 3**

The voter signs the declaration of confidentiality.

### **STEP 4**

The voter inserts the declaration and the anonymous inner envelope inside the Business Reply Envelope.



# ELECTRONIC LETTERMAIL™

## MAKE CANADA POST YOUR ONE-STOP SOLUTION AT ELECTION TIME

**EASY FOR YOU.** Once you've decided to conduct a Vote by Mail, we can handle most of the process for you. We'll help you validate the address accuracy of your voting list, electronically. Needless to say, Canada Post has the most up-to-date address file in the country, and can verify your data quickly and efficiently. A Vote by Mail kit can also be readily customized to meet your specific needs. And we can produce, print, address and mail your kit. It's simple. And it's a proven solution.

**ECONOMICAL.** Vote by Mail is actually easier to execute than traditional election methods. And less costly. In fact, savings of 40% to 60% in Vote by Mail elections are well documented. After all, you'll be eliminating many of the

costs associated with election time, including advance polling, polling station rentals and staffing. So you can count on Vote by Mail to help draw in more voters and save money too.

**EFFECTIVE.** Vote by Mail elections have already proven successful in municipal elections and referendums in both the United States and Canada. They have dramatically increased voter participation, improved administration efficiency and led to prompt reporting of results. In case after case, Vote by Mail has proven to be the easy route to successful elections!

### WHAT IS ELECTRONIC LETTERMAIL?

*Electronic Lettermail was used successfully by 20 municipalities during the 1997 Ontario municipal elections for the printing and distribution of Vote by Mail kits.*

Many of our customers rely on this special Canada Post service for getting their time-sensitive invoices, statements and notices out quickly and efficiently. Electronic Lettermail takes care of stationery inventory control, printing, personalizing, inserting, addressing, sorting, mailing and delivery.

Once the mailing list and message text have been supplied on computer tape or disk, or downloaded electronically, we do the rest. Proofs are designed and developed for customer approval. Once approved, the material is electronically transmitted to the regional production centre that is the closest to the recipient. There, it is laser printed, inserted into envelopes and delivered to local addresses. All this at a very competitive price.

It's really the convenience of a one-stop production and delivery service. Electronic Lettermail provides impact for your message, gets fast delivery and means a lot less work for you – our customer.

*In 1997, the Town Council of Bracebridge, Ontario decided to conduct the municipal election using the mail. It also chose to take advantage of Canada Post's Electronic Lettermail option to make the process even simpler and more cost-effective. The result: more non-residential participation than ever before and savings estimated at several thousand dollars.*



**"We opted for Canada Post's "One-Stop Solution" which included printing and postal processing of all voter kit materials, outbound and inbound.... The end result was increased voter participation and efficient administration as well as prompt reporting results."**

— R. M. Clarke, Clerk Administrator, Town of Bracebridge

**"The working relationship with Canada Post was excellent. They were keen, enthusiastic and helpful... We found them easy to approach and motivated to find answers to our problems and uncertainties."**

*-Billee Hurd, Clerk, Municipality of the Township of Archipelago*



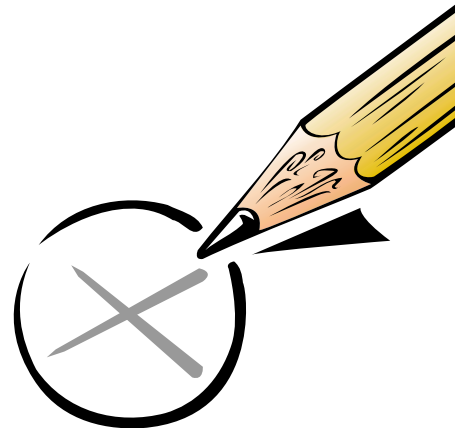
### **CANADA POST HELPS YOU GET THE VOTE OUT**

You can count on the mail to help you get the vote out at election time. After all, it's delivered by Canada Post, the nation's leading distributor of business communications from coast to coast.

Cast your ballot for better voter participation and bigger savings. For your next election, choose Vote By Mail.

For more information about Vote By Mail and Electronic Lettermail™, please contact your local Canada Post Sales office.

Or visit our Web site at:  
<http://www.canadapost.ca>



## Business solutions from Canada Post

### *Delivering Messages*

From regular mail to electronic mail, Canada Post offers a full range of products and services to help you deliver your message. Whether your message is going to the same city, across the country or to another country, our extensive network provides the most reliable and convenient way to get it there.

- Lettermail™
- Electronic Lettermail™
- DocuPost™
- Priority Courier™
- Xpresspost™
- Priority Mail™\*\* to the U.S.A.
- SkyPak™\* International Courier

### *Advertising by Mail*

Canada Post provides a full range of services to help you zero in on target markets or cover households in the province or across Canada with no waste and no duplication.

- Unaddressed Admail™
- Addressed Admail™
- Electronic Admail™

### *Distribution Services*

Canada Post's range of package delivery services offers a smart shipping solution for all your shipping needs. You can choose the service and options that best suit your needs and budget.

- Priority Courier™
- Xpresspost™
- Expedited Parcel™
- Regular Parcel™
- Priority Mail™\*\* to the U.S.A.
- SkyPak™\* International Courier
- International Parcel

Visit our Web site at:  
[www.canadapost.ca](http://www.canadapost.ca)

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TM\* Trademark of GD Express Worldwide N.V. 1994.

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