

2024 ELECTION BY THE NUMBERS

Member Engagement



Over **1,530** members visited during Political Road Team, helping **51** campaigns across **6** states



35 Candidate Spotlight Videos sent to **46,585** members across **23** states



Hosted **2** Candidate Forums in open-seat governors races in **2** states

Election Results

✓ **91%**
CANDIDATE WIN RATE
at the federal and state levels



Federal: **264** endorsements and **2** NFIB members newly elected to Congress



State: **2,086** endorsements and **182** NFIB members newly elected at the state level

Member Communications



Sent more than **one million** Get Out The Vote Emails



Mailed over **290,000** Voter Guides to members in all **50** states

Campaign Activity



20+ political campaign events with endorsed candidates, all hosted at NFIB member businesses



Interviews held with **103** open seat and challenger congressional candidates