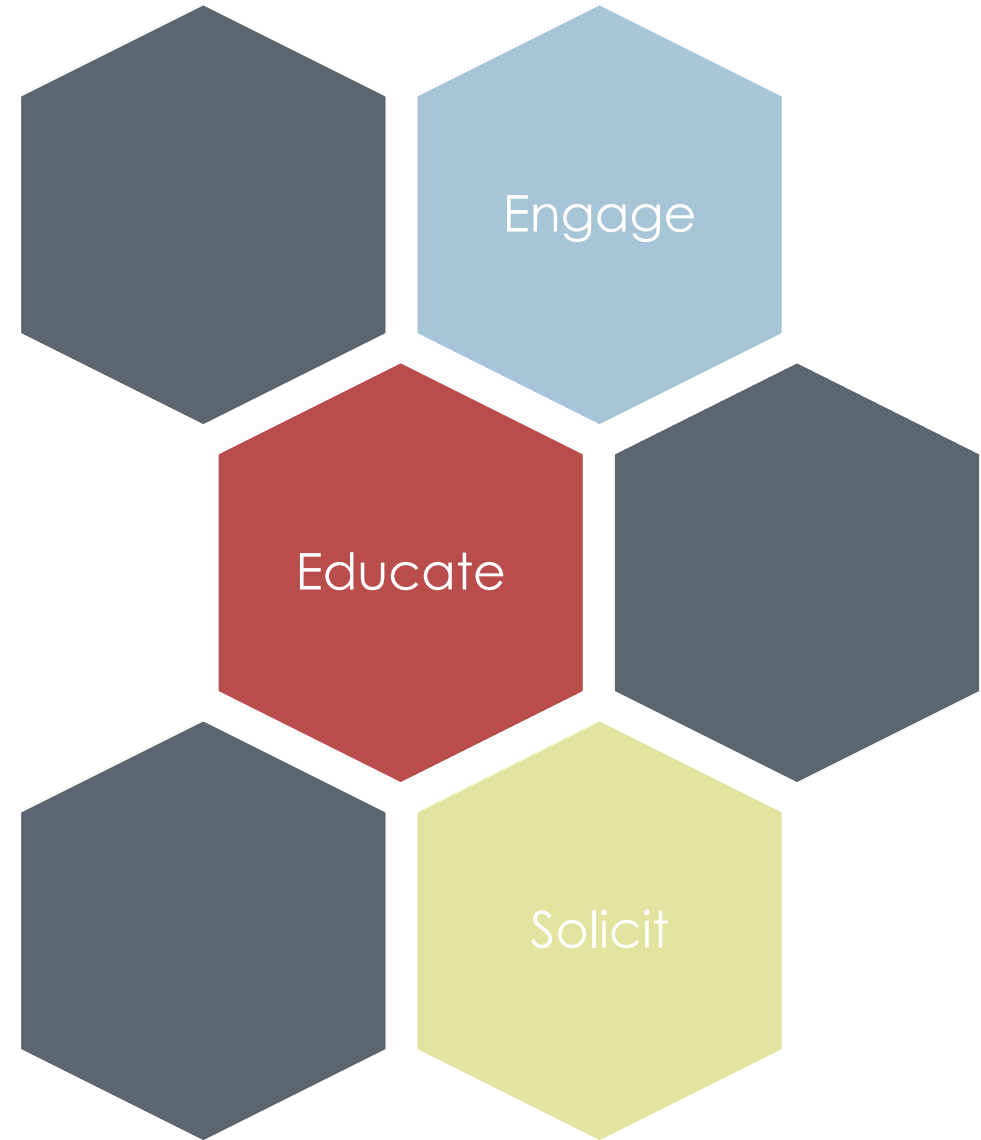




Election Year Communications

April 4, 2024

**Elections are an
OPPORTUNITY to:**





Start a
Conversation

Create a Buzz
Around the PAC
& Elections

Develop a
Relationship

**Elections are about
ENGAGEMENT**



PAC X Experience the Power of CREFC PAC

2020 CREFC PAC ANNUAL REPORT

Breakdown of Election 2020

Below is an overview of the 2020 congressional and presidential elections and CREFC PAC's political engagement efforts this election cycle.

Following the November 3 election, Democrats maintained control of the House of Representatives, 222-213 and Republicans gained back 15 seats. After the Georgia runoff on January 5, both Georgia Senate seats flipped Democrat, and the Republicans lost the Senate majority. These wins result in a 50 Republican-50 Democrat breakdown in the Senate with Vice President Kamela Harris serving as the tiebreaking vote.

CREFC PAC supported 36 Members of Congress, 25 of which were up for reelection in the House and Senate, and 4 leadership PACs in the 2020 election cycle. CREFC PAC does not participate in the presidential election or contribute to presidential candidates.

92% Win
8% Loss

Win/Loss Ratio of Candidates Supported

\$190,753

Total Dollars Raised for 2020 Election Cycle

75% 25%
\$103,297

Total Dollars Disbursed for the 2020 Election Cycle

Senate Results:

- Republicans maintained control
- New Breakdown: 50 R and 50 D

House Results:

- Democrats maintained control with a slim majority
- Republicans gained back seats lost in 2018
- New Breakdown: 222 D and 213 R

EDUCATION is Multifaceted

Events

Election Reports

Breakdown of Election 2022

Below is an overview of the 2022 mid-term elections and NIADA PAC's political engagement efforts this election cycle.

Following the November 8th election, Republicans took back the House, but Democrats retained the Senate. In the House, the new breakdown is 222 Republicans and 213 Democrats. In the Senate, Democratic incumbents held off Republican challenges to keep the Senate 50-50. Heading into the Georgia runoff on December 6th with Republican challenger received 100 votes.

NIADA PAC supported 30 Members of Congress, 20 of which were up for reelection in the House and Senate, 2 leadership PACs, and 2 early committees in the 2022 election cycle. NIADA PAC also supported 2 challengers.

Win/Loss Ratio of Candidates Supported:

6.25% Win
93.75% Lose

Total Dollars Raised for 2020 Election Cycle:

\$235,724

Total Dollars Disbursed for the 2020 Election Cycle, \$114,265

Democrat: 10%
Republican: 90%

Democrats lost the House majority
Republicans gained back 9 seats and majority

PAC X Experience the Power of CREFC PAC

2020 CREFC PAC ANNUAL REPORT

Senate election results by state

Nearly a week after the election, former Vice President Joe Biden was announced as President-Elect. Despite the Democratic sweep of the White House, Senate, and House of Representatives, the election was significantly closer than pundits predicted. These results indicate that the country is far more divided than previously thought.

Electoral college breakdown

302 Electoral votes obtained by Biden
232 Electoral votes obtained by Trump

Senate Election Results by State

NIADA PAC

SENATE ELECTION RESULTS BY STATE

NIADA PAC ANNUAL REPORT

Newsletters

GOTV

**Elections are
ALWAYS a
SOLICITATION
Opportunity**

“Always be Selling”

**Elections Never
End**

**Have a
Goal**

**Low Barrier
to Entry**

**No
Freebees**

**Make it
Exclusive**





Opportunity Does Not Happen in a Vacuum

