



Successful PAC Education Programs

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NFIB Sr. National Political Director

NFIB Fed PAC

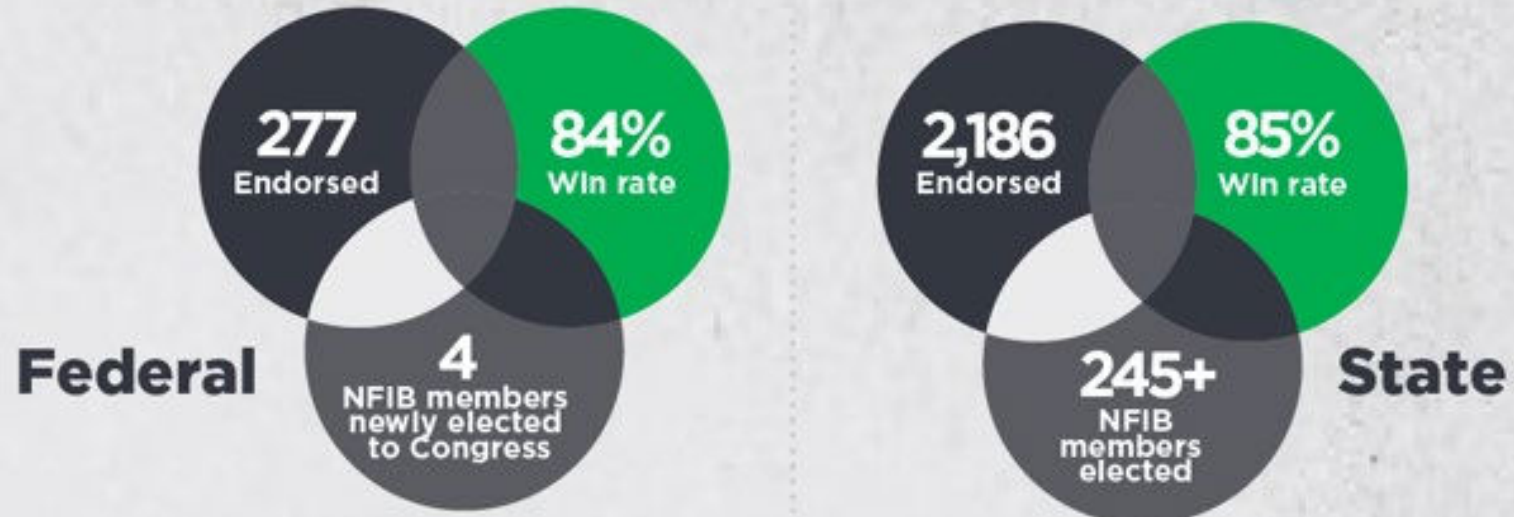
Be the voice
of small business.

- Avg contribution from donors: \$226.02
- Raised for cycle (2021-2022) : \$7.1 million
- 2022 Direct giving: \$800,000
- Goals for cycle (2023-2024): \$7 million

Be the voice
of small business.

2022 ELECTION BY THE NUMBERS

NFIB PAC Endorsements



Elements of Program

- **Identify** – candidate evaluation
- **Engage** – member interaction
- **Vote** – (GOTV) – Protect the investment

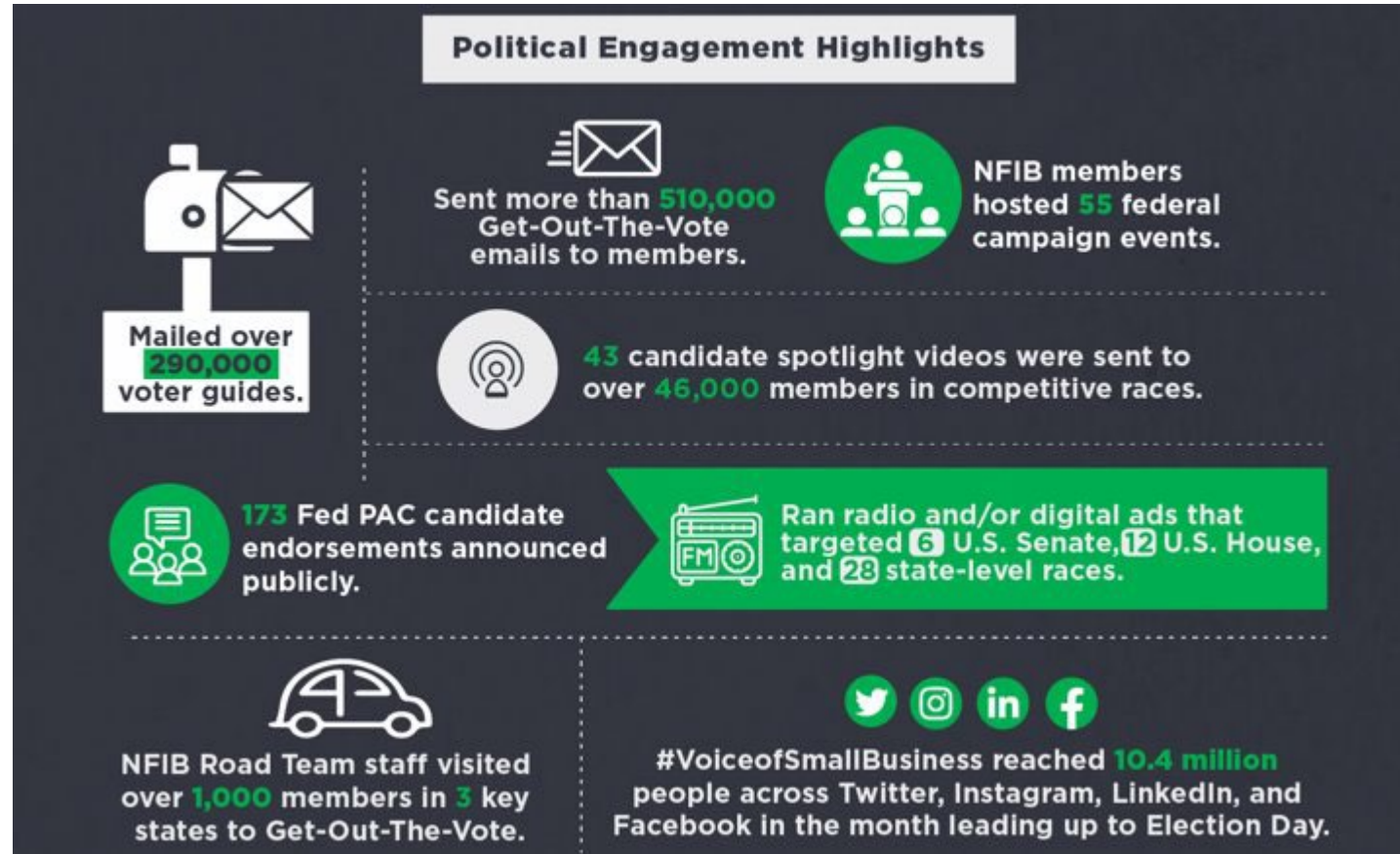
Political Toolkit:

Be the voice
of small business.



- Voter Guide
- GOTV Emails
- Press Releases
- Social Media Posts
- PAC Contribution
- Endorsement Events
- Digital and Radio Ad Campaigns
- Post Card Mailing
- Road and Phone Team
- Candidate Spotlight Videos
- Candidate Comparison Handouts
- Candidate Forums

2022 Election by the Numbers



Political Toolkit:

Voter Guide



MAILED OVER 290,000 VOTER GUIDES TO MEMBERS IN ALL 50 STATES

Political Toolkit:

Endorsement Emails



Be the **voice**
of **small business.**

Election Day is Tuesday, November 8



Marc Molinaro is the NFIB Fed PAC-endorsed candidate for New York's 19th Congressional District. He has a special message for small business owners ahead of Election Day.

[WATCH NOW](#)

Be the #VoiceOfSmallBusiness

Candidate Spotlight Video



WATCH: Marc Molinaro's message to NFIB members



[Learn More](#)
Marc Molinaro for Congress

Political Toolkit:

Endorsement Event



NFIB Road Team



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