

2021 VIRGINIA

Election by the Numbers Recap

NFIB VA PAC ENDORSEMENTS



Glenn Youngkin
Governor

WON



Winsome Sears
Lieutenant Governor

WON



Jason Miyares
Attorney General

WON

FIFTY-TWO

House of Delegate Endorsements



WIN RATE



7 NFIB members among endorsed candidates

House of Delegates flips to pro-small business majority



NFIB VA PAC CONTRIBUTIONS



\$12,000 contributed to state candidates by the NFIB VA PAC

A \$55,000 digital advertising campaign **launched by NFIB VA PAC** supported 6 house candidates and secured over 3 million impressions.



POLITICAL ENGAGEMENT



Held statewide virtual events with Glenn Youngkin, Winsome Sears, and Jason Miyares



#VoiceOfSmallBusiness tweets garnered 71,160 impressions and 2,298 engagements



3 member businesses hosted 3 campaign events for NFIB VA PAC endorsed candidates

NFIB MEMBER COMMUNICATIONS

Mailed 6,214 voter guides

MORE THAN

13,514

TOUCHPOINTS

Mailed nearly 1,800 postcards across 20 competitive House districts

Email for 23 Glenn Youngkin Bus Tour events sent to nearly 2,000 members across 20 counties

Sent 2 get-out-the-vote emails to over 3,500 members

NFIB ROAD TEAM

NFIB staff **targeted 191 member businesses** and encouraged them to vote across three competitive House districts



- 63 businesses in Northern VA (House District 10)
- 128 businesses in VA Beach (House Districts 83 & 85)