



Innovate to Motivate

The National Conference for Political Involvement Professionals

2011 February 8–11, 2011 San Antonio

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Runner-Up - Grassroots 2011 Showalter Political Involvement Program Innovation Award

Nominated Organization:	NFIB, National Federation of Independent Business
Name of Person Submitting the Nomination:	Carolyn Hutsen
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Name of Program Manager/Senior Administrator:	Lisa Goeas, NFIB V.P. Political
Is the nomination for grassroots, PAC or technology?:	Grassroots

What is the innovation?

Never has there been so much focus on small business in an election as there was in the fall Midterms. More NFIB members, small business owners and candidates with close small business ties ran for Congress this year than ever before. Additionally, 25 NFIB members, more than ever in NFIB's history, were elected to Congress. The election of this many small business owners/members was a direct result of a variety of grassroots efforts and opportunities. NFIB targeted every type of media and communication outlet to help get out the message and to help "get out the vote."

What prompted this innovation?

There was a noticeable increase in activism, involvement, and overall interest in important small business issues. NFIB members were very well informed. Due to their participation in grassroots activities across the country and throughout the year, such as Area Action Councils, Leadership Councils, Town Hall meetings, and other member meetings, members were willing to step up to the plate a run for office or work at the grassroots level to help elect a specific candidate.

How is this innovation likely to change the way political involvement programs are conducted?

Because NFIB utilized a variety of messaging strategies, the following stats reflect the success rate of electing pro-small business candidates to Congress (Includes success at the state level as well.)

11 REASONS NFIB SUCCEEDED IN ELECTING PRO-SMALL BUSINESS CANDIDATES AND MEMBERS

1. NFIB endorsed 290 federal candidates
2. The number of identified NFIB members elected to federal office was 25.



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3. NFIB's endorsed candidate win percentage was 83%.
4. Mailed over 300,000 hard copies of state specific voter guides to members.
5. Acquired over 77,000 new Facebook fans.
6. Held over 35 federal candidate endorsement events, a majority of which were held at NFIB member businesses.
7. Over 3 million in total ad buys for issue ad campaigns that ran in roughly 20 markets.
8. Recruited more than 1,000 small-business people to volunteer on federal NFIB-endorsed candidates' campaigns.
9. 37 Federal candidates benefitted from our volunteer recruitment efforts on behalf of their campaign.
10. 202,619 Get-Out-The-Vote postcards sent to NFIB members in 15 Senate and 49 House races.
11. Deployed road teams the week before the election to key districts for the purpose of visiting members one on one, thanking them for supporting NFIB, and encouraging them to vote!

NFIB political team communicated with members in a variety of ways, not just the quickest or least costly. We met our member at their level of involvement and by the method of communication they responded to best.

What can public affairs professionals learn from your innovation?

Communicating with small business owners/members requires a variety of strategies. Every member is different and responds to communications differently. NFIB had members thanking them for sending the road team to their business and encouraging them to vote. NFIB members truly made a difference in the Midterm elections.