



## Nebraska Democratic Party 2024 Overview of Wins

**Overview:** The 2024 election cycle sent clear messages to Democrats nationwide—we are losing key voters in our base, and we must change how we communicate and reach out to voters. There were significant losses and victories nationwide. Even in “deep-red” Nebraska, we bucked some national trends.

Nebraska Democrats, from Omaha to Scottsbluff, ran strong campaigns focused on real issues that impact real people. Our unique organizing model has proven that funding boots on the ground year-round can stop even the reddest of red waves.

- We secured a 75% win rate for the over 400 Democrats who ran this year, bringing the total number of Democrats elected to 1,025.
- Nebraska was the ONLY battleground target to win in 2024.
- We brought the vote-by-mail ballot non-return rate to less than 5% from a high of 16% in 2022.
- The partisan voter registration program, while still an area we need to invest in, resulted in at least 10,000 new Democrats.
- We will be represented in the legislature by the most diverse group of Democrats, including three African Americans and two Latinos.



Smallest swings towards Trump, by state (w/ several million ballots still to be tabulated):

1. Washington 0.7%
2. District of Columbia 1.0%
3. Utah 1.0%
4. Oklahoma 1.2%
5. Wisconsin 1.5%
6. Kansas 1.5%
7. Nebraska 1.8%
8. North Carolina 1.9%
9. Oregon 1.9%
10. Maine 2.3%

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- Our infrastructure grew with 57 County Parties (up to 70 being onboarded), 644 Block Captains, 16 Young Democrats chapters, and 7 NDP staff.

The Nebraska Democratic Party (NDP) ran programmatic outreach in all three congressional districts and proved that “red states” aren’t red—they’re underfunded. Unique NDP organizing programs such as our 93-County Voter Guides, Vote-By-Mail program, Block Captain program, Welcome to the Party program, and monthly donor initiative have spurred grassroots interest in the party in a way that is indicative of future success.

Despite only receiving national funding for the CD-2 electoral vote and congressional race, Nebraska Democrats bucked the red wave in a way comparable to Wisconsin and North Carolina—two of the most heavily invested swing states!

The NDP organizing model works. We need paid organizers, knocking on doors, contacting voters, and bringing in fresh ideas year-round – not just on the eve of key elections! Whether in urban North Omaha or rural Dawes County, Democrats can win when they have a year-round organizing model to lean on for support. The NDP is proud of our fight in 2024, and we look forward to continuing to fight for all Nebraskans, year-round, every year.

**Building a Donor Base:** While 2024 may be remembered by many for disappointments at the national level, the work done across the state of Nebraska, from local campaigns to defending the Blue Dot, was extremely impressive. In 2024, the Nebraska Democratic Party almost doubled its fundraising goal, raising over **\$2.6 million**, far surpassing the goal of \$1.4 million.

The NDP continued to expand its donor base, showing drastic upticks in grassroots enthusiasm.

- ***We received contributions from over 5,500 donors, including 4,185 first-time donors. That’s an over 600% increase from last year!***

In 2024, we ventured deeper into creative media and online fundraising. Our unique, unconventional fundraising efforts raised over **\$635,000 from online grassroots donors, compared to \$76,000 in 2023.**

- ***That’s over a 730% increase in just one year – proof that the NDP is at the forefront of creative fundraising efforts.***

**Programmatic Successes:** We invested in programs that are proven to increase voter turnout up and down the ballot all across the state. In early 2025, we will have data to share on the increase in voter turnout with these programs.

- ***Vote-By-Mail:***

- The NDP sent over **367,000 *vote-by-mail applications*** to Democrats and left-leaning independents across the state. **132,704** Democrats submitted a vote-by-mail application, and **125,432** returned their ballots. We made a real impact with our calls, texts, and door-to-door efforts, encouraging Democrats to get their ballots back and lowering the non-return rate to 5% in 2024 from a high of 16% in 2022. For reference, there are approximately 340,000 Democrats statewide, which means a vote-by-mail application was in the mailbox of every likely Democratic voter!

- ***93-County Voter Guides:***

- 316,182 Voter Guides were sent out to Democrats and left-leaning non-partisans in every one of our 93 counties.
  - [See the 2024 Voter Guides.](#)

- ***Voter Registration:***

- We registered over 8,000 new voters this year.
- With the help of Civitech, the NDP registered **3,276 new voters** that we can precisely track to our program. The NDP/Civitech program sent letters and registration sheets to likely unregistered voters and then phone banked, texted, and door-knocked these targeted folks.
  - Primary Report: [May 14th](#)
  - General Report: [November 5th](#)
- The Young Democrats registered voters on campuses and in the community. Since January 2024, 10,351 new young Democrats have been registered. We can take credit for at least **3,000** of these events we held.
- The NDP and Harris campaign registered over **2,500** Democrats at the doors and events.

- **Voter Contact:**
  - Overall, the NDP Coordinated Campaign knocked on 602,912 doors, made 768,629 calls, and sent out 1,246,468 texts to voters across Nebraska.
  - In addition to helping the overall infrastructure for all Democrats on the ballot, the NDP hired 13 paid canvassers to knock on doors, make calls, and engage in peer-to-peer events talking to voters.

**Building Our Infrastructure:** As we build a statewide party, we invest real dollars into infrastructure built to win and last.

- **County Parties:** Nebraska's 93 counties are the state's lifeblood, where our organizing begins. **We currently have County Chairs serving in 57 of our 93 counties.** We are onboarding an additional 6 to bring the total close to our goal of 70 county parties with grassroots leadership.
- **Young Democrats:** Nebraska Young Democrats have ensured that our state's next generation will be in good hands. In 2024 – through the work of a dedicated, paid organizer and Young Democrats executive team, **we grew from just 3 NDP Young Democrat Chapters to 16 active Chapters!**
  - In addition to the chapter building, 45 young Democrats engaged in paid and volunteer canvassing.
- **Block Captains:** Block Captains is a unique program in Nebraska that encourages volunteers to engage in peer-to-peer contact with those closest to them—their neighbors!
  - In 2024, our team of 644 (and counting!) Block Captains delivered the [Dems Deliver Newspaper](#) to **50,000 individual households!**
  - Block Captains also went door to door for candidates and engaged in other year-round organizing. This is one of our most successful programs, and in early 2025, we will have figures on the increase in Democratic turnout in areas with Block Captains.

**Electing More Democrats:** Everything we do, from our programs to building the infrastructure, has one goal: to elect more Democrats.

- Of our 421 Democratic candidates who ran across the state, 315 crossed the finish line – ***that’s a 75% win rate!***
  - **In 2016, at the start of Chair Jane Kleeb’s tenure, there were just over 500 Democrats elected across the state. After this cycle, we have grown that number to 1,025.**

Nebraska Democrats also held firm in the State Legislature, returning the same partisan makeup as the 2022-2024 Legislature, even amidst a national red wave.

- During this cycle, we elected our ***most diverse legislative body ever***, with three African Americans and two Latinos.

In 2020, the NDP delivered the Blue Dot to President Joe Biden—and in 2024, ***it was delivered again!*** Our organizing efforts in our 2nd Congressional District, which Cook Political Report considered a “Toss Up,” ensured that Kamala Harris’ path to the Presidency was safe to run through the Midwest.

- Nebraska was the ***ONLY battleground target to win in 2024.***