



2025 Post-Election Trends

FACT SHEET

Expanding New American Representation Across the Nation

In the 2025 general elections, **New Americans demonstrated their growing influence at every level of government.** From school boards to lieutenant governorships, candidates trained by New American Leaders (NAL) and endorsed or tracked by the New American Leaders Action Fund (NALAF) **won at impressive rates nationwide**, reaffirming the impact of inclusive leadership pipelines.

This fact sheet presents a **comprehensive overview of the 2025 general election outcomes for three groups of candidates tracked by NAL and NALAF: (1) NAL training alumni**, graduates of New American Leaders' nonpartisan leadership programs; **(2) NALAF endorsees**, candidates supported through endorsements by the New American Leaders Action Fund; and **(3) candidates in NALAF's New American Candidate Database (NACD)**, a fully comprehensive dataset of first- and second-generation immigrant candidates—*regardless of any connection to NAL or NALAF*—across various levels of government.¹ Together, these groups **highlight the breadth of New American participation in political life and the continued progress of leaders breaking barriers to build a more representative democracy.**

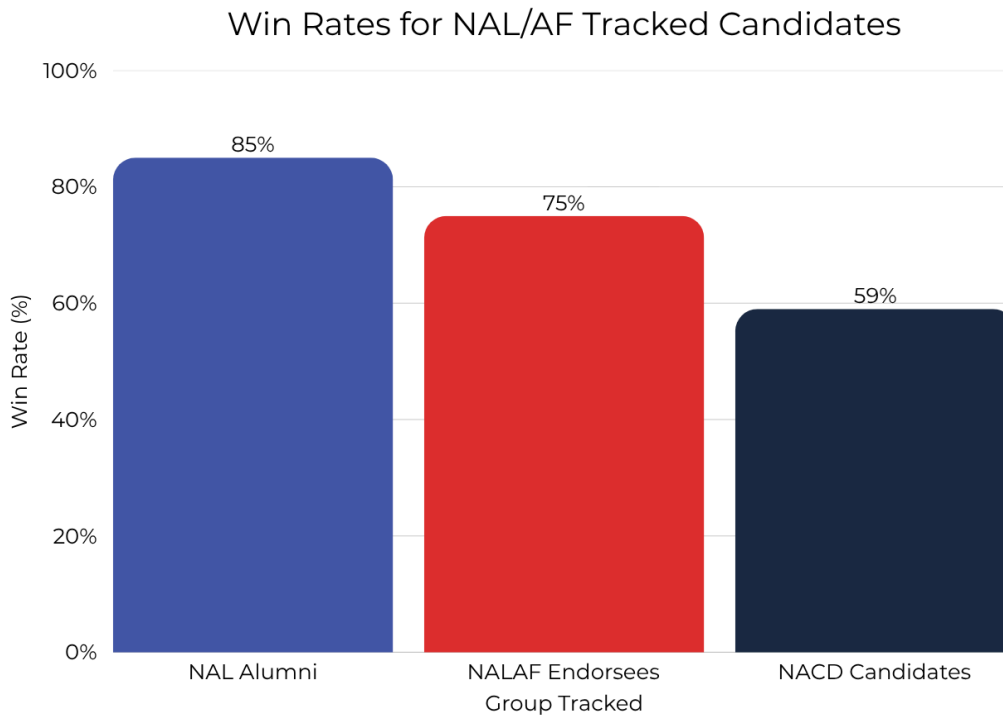
Key Takeaways

- **Participants in NAL's Trainings Win:** 85% of NAL alumni who ran in 2025 won their races.
- **NALAF's Endorsees Win:** 75% of NALAF endorsees were elected.
- **New American Momentum:** Overall win rate across all tracked candidates (NAL alumni, NALAF endorsees, and NACD candidates): 65%.
- **New American Women Continue to Dominate:** NAL women alumnae had a 92.3% win rate; NALAF women endorsees had an 86.5% win rate; and NACD women

¹At the time of publication, one NACD candidate who is also a NALAF endorsee is advancing to a runoff in the Georgia State House special election, which will be held on December 2, 2025.

candidates had a 73.9% win rate, all of which are higher than male candidates' win rates.

- **Across the Map and Seat Type:** New Americans ran in 15+ states nationwide, seeking election to school boards, city councils, county executive positions, mayoral seats, state houses, state senates, and state executive offices.
- **Middle Eastern and North African (MENA) Candidates Led with Strength:** New American candidates who identify as MENA achieved some of the highest win rates across all racial and ethnic groups. Win rates were 100% for NAL alumni, 77.8% for NALAF endorsees, 75% for NACD candidates.



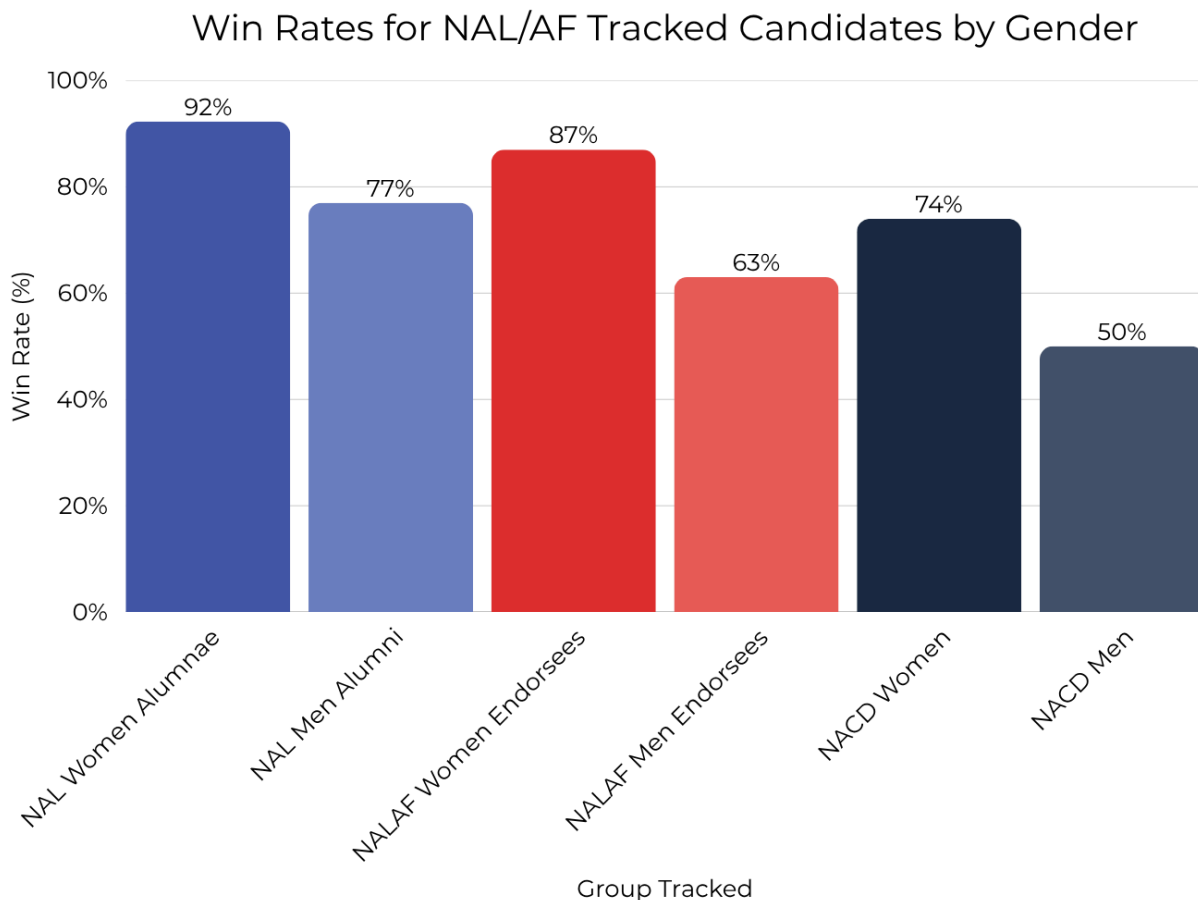
NAL Alumni – Trained to Run. Prepared to Win.

With alumni winning races from city hall to state legislatures, NAL's impact is evident in every corner of the ballot. The strength of this network lies in who wins and how alumni bring community-centered leadership and lived experience into public office.

In 2025, 26 NAL alumni appeared on ballots across 10 states, achieving an 85% win rate. This win rate is a powerful reflection of the skill, strategy, and confidence developed through NAL's training programs.

Key Takeaways:

- Women excelled, winning 92.3% of races.
- LGBTQIA+ alumni had a 100% win rate.
- Second-generation immigrant alumni achieved a 100% success rate.
- Top-performing states: Maine, Michigan, New Mexico, New York, Virginia, and Washington (each at 100%).
- Hispanic or Latino, MENA, and Multiracial NAL alumni had 100% win rates.
- First-time candidates achieved a 66.7% win rate.



NAL alumni continue to set the bar for how training, peer support, and purpose translate into electoral success, and their achievements reflect how the NAL network is shaping a new generation of leaders equipped to govern with experience, empathy, and impact.

NALAF Endorsees – Investing in the Future of Representation

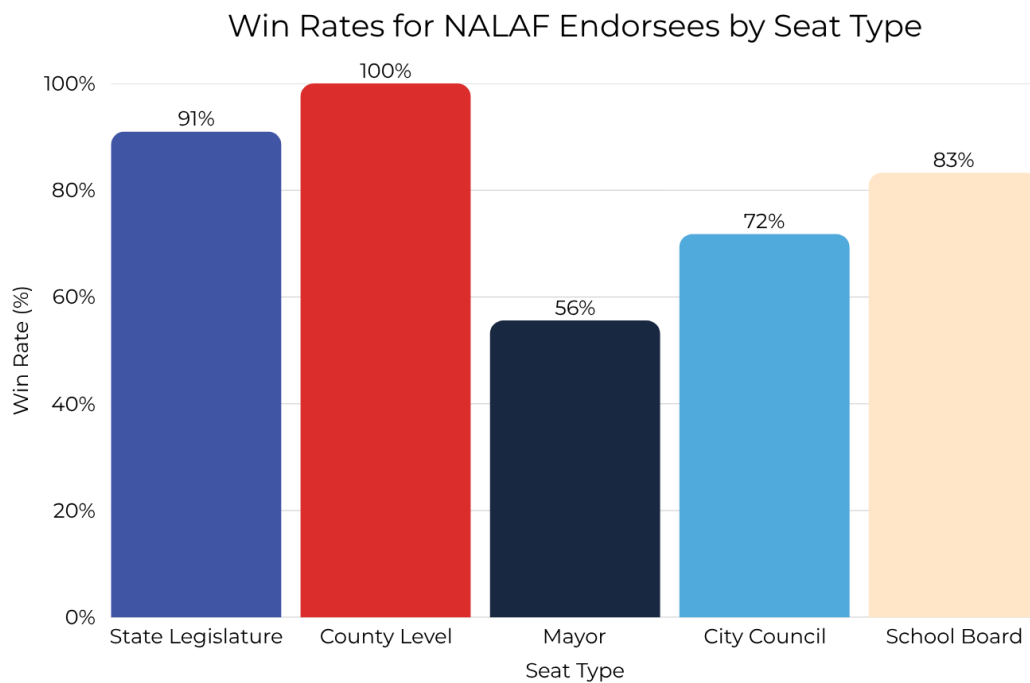
Through its endorsement program, NALAF is helping New American candidates turn early potential into lasting political power. By providing strategic resources, visibility, and

community support, NALAF ensures that New American voices are heard on the campaign trail and also reflected in governing institutions nationwide.

In 2025, 69 endorsees supported by NALAF achieved a 75.4% win rate, with standout performances by women and first-generation immigrants. These victories show how targeted investments can help close persistent representation gaps and build momentum for the next generation of leaders.

Key Takeaways:

- Women endorsees: 86.5% win rate.
- First-generation immigrants: Achieved higher win rates (77.4%) compared to their second-generation counterparts (71.4%).
- Asian and MENA candidates: Among the highest win rates (76% and 78%).
- The top states, including Colorado, Connecticut, Maine, New York, Utah, Virginia, and Washington, achieved 100% success.



Strategic investment works, and when New American candidates receive early support and visibility, they win elections while strengthening communities and redefining what representative leadership looks like.

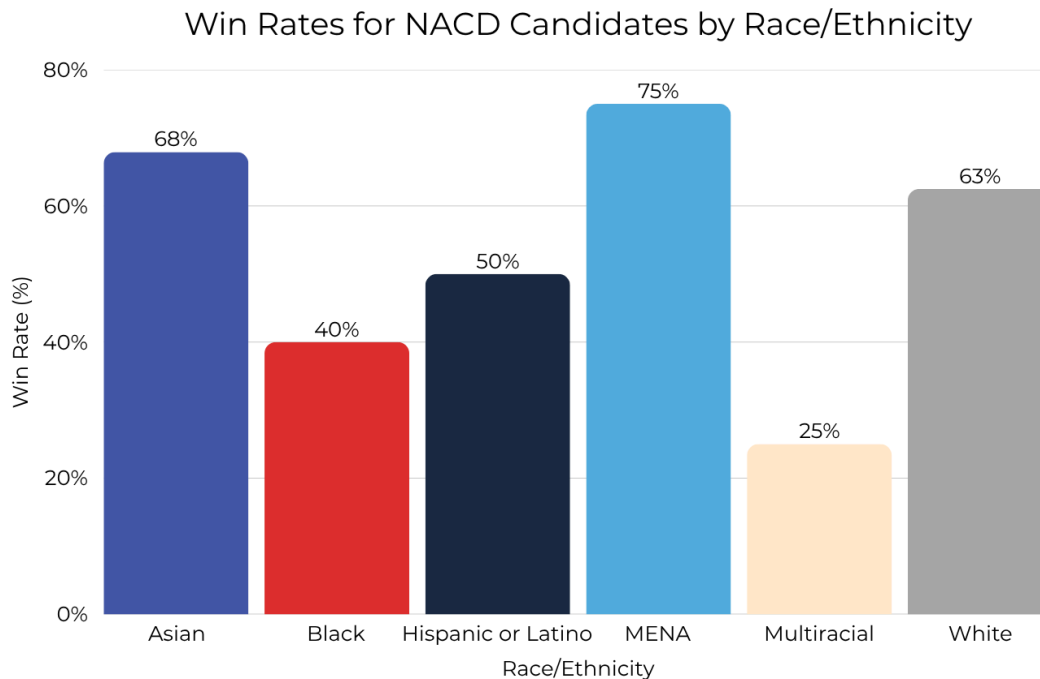
NALAF's New American Candidate Database (NACD) – Tracking the Movement

The New American Candidate Database (NACD) remains the only comprehensive resource for tracking first- and second-generation immigrant candidates across the nation. Since its creation in 2024, NALAF's NACD has tracked over 1,000 New American candidates running for office. In 2025, the NACD followed candidates running for state executive, state legislative, and mayoral offices, which are positions that carry greater visibility and steeper odds of success compared to local races (e.g., school boards and city councils).

Even in these more competitive contests, New American, NACD-tracked candidates achieved a 59% win rate (36 out of 61 candidates), underscoring the growing political strength and resilience of New American leaders in higher offices, and also highlighting the persistent barriers New American candidates face.

Key Takeaways:

- Women candidates: 74% win rate vs. 50% for men.
- MENA candidates: 75% win rate, which was the highest of all racial and ethnic groups.
- Democrats: 86% win rate vs. 14% for Republicans.
- First-time candidates struggled with only a 17.6% win rate.
- New American mayoral candidates had success in Boston (MA), Cincinnati (OH), Columbia (SC), New Orleans (LA), New York City (NY), and Saint Paul (MN), while falling short in Albuquerque (NM), Jersey City (NJ), Minneapolis (MN), Seattle (WA), and Toledo (OH).



The NACD serves as the foundation for understanding New American representation across offices and election cycles, offering insight into both current levels of representation and how that representation evolves over time. By tracking candidates longitudinally, the NACD provides the data and context needed to measure progress, identify persistent barriers, and inform strategies to build a more representative democracy.

Looking Ahead to 2026

The 2025 election cycle reaffirmed the growing strength and resilience of New American leadership. As more first- and second-generation candidates win higher offices, the work of sustaining this progress and developing future leaders is more vital than ever.

We invite partners, community members, and supporters to build on this momentum by engaging with our research, participating in our leadership programs, and encouraging emerging New American leaders in your own communities. Together, we can continue to break barriers, strengthen democracy, and ensure that every level of government reflects the diversity of the nation it serves.

- **Utilize Our Research and Data:** Explore NALAF's reports and the New American Candidate Database (NACD) to gain a deeper understanding of current levels of New American representation, emerging trends, and areas for continued improvement.
- **Support Our Leadership Programs:** NAL's trainings and leadership development programs equip New Americans with the tools, confidence, and community needed to step into public leadership. Your partnership helps expand this pipeline and prepare the next generation of changemakers.
- **Invest in the Future of Representation:** Your continued support fuels our research and outreach, allowing us to expand the NACD, track representation across offices and years, and ensure that New Americans have the resources to lead and thrive in public life.

Connect and Collaborate With Us!

Website: nalaf.org

Email: research@nalaf.org

@NALActionFund

@NewAmericanLd

The New American Leaders Action Fund, a 501(c)(4) organization, empowers and supports New Americans who are ready to lead, leveraging research and community engagement to break barriers and strengthen our democracy.

Our affiliated 501(c)(3) organization, **New American Leaders**, empowers New Americans to run, win, and lead, creating an inclusive democracy that works for and represents everyone through trainings, building partnerships with elected officials to pursue inclusive policies, and honoring the contributions of New American elected officials.