Agenda360
Timely Analysis of Critical Events & Policies

A Toolkit for Navigating the 2026 U.S. Elections

Preparing for the U.S. Elections and Political Shifts: An Opportunity for Effective Engagement

Companies must prepare now for the political and economic shifts that could result from the U.S. federal and state elections in November. The stakes are high and proactive planning is critical.

Federal midterm elections often serve as a referendum on the sitting president. This year will be no different and the pattern is clear: the president's party tends to lose seats in Congress. That trend is expected to continue as all signs presently point to Democrats taking back control of the House of Representatives. The Republican-controlled Senate is in play, too.

At the state level, dozens of governors, attorneys general and state legislators are on the ballot. Many states are facing shrinking budgets and urgent policy concerns like infrastructure investments, education funding and voting rights. Washington's inaction on many of these issues makes state-level decisions increasingly critical for businesses operating across multiple jurisdictions. Future redistricting battles will make the 2026 statehouse races even more consequential.

While the economy and affordability will dominate the narrative heading into November, issues such as tariffs, healthcare access, immigration enforcement, energy independence and AI adoption and regulation also will weigh heavily on voters' minds. Businesses that understand and anticipate these shifts will be better positioned to adapt to the post-election environment.

Election results will redefine stakeholder maps, policy agendas and government oversight, particularly in Congress. They also will impact how the Trump administration advances its priorities – through executive orders, legislative battles or private sector influence.

Businesses and organizations that begin planning now will be better positioned to navigate the post-election landscape, whatever the outcome. The window to act is open. The time to act is now.

Identify
key topics relevant to your business success

Incorporate
political scenario planning into your strategy

Implement
outreach to key policymakers across the political spectrum

Inform
political narratives with your POV and expertise

How APCO can support

Strategy + Scenario Planning Session

Through a dedicated strategy and scenario planning session, APCO's experienced advisors will help you and your colleagues make plans to navigate the current (and shifting!) political landscape and understand how your organization may be perceived by the Trump administration, on Capitol Hill or state capitals across the country. We will be forward-looking to help you prepare to engage or respond, no matter the outcome.

We have deep and long-standing relationships with decision-makers and advocacy groups from the corridors of power in Washington, D.C., to state capitals. We will be your guide to the new political landscape, helping you lay the groundwork now to build an integrated strategy that will serve you post-election and advance business priorities.

Updated, Actionable Intelligence

APCO will keep you in the know with regular, tailored analysis of policy, legislative and electoral developments from Washington, D.C., to key states.

We will also provide strategic advice about when and how to respond to the intelligence we have gathered, including recommended engagement and relationship development among key policy stakeholders and influencers. We will outline the risks and opportunities of action or no action in these crucial moments.

Immediately Before/After Election Day

As we near November 3, we will provide support in solidifying your most likely scenario plans and post-election activities. Our services include:

- Comprehensive & tailored mapping: Updated identification of the policy stakeholders relevant to your business priorities and refinement of your policy agenda on both the federal and state level.
- Actionable intelligence: Regular updates on the likely congressional and statehouse leadership roles and committee assignments and likely first 100-day policy agendas based on APCO's extensive network and political insights.
- Competitive edge: Introductions to new policymakers and their advisors at the start of the new sessions, while they are seeking opportunities to understand issues relevant to constituents and raise their profile as a champion of a key issue.
- Continued support: Organization of a policy event or lobby day once the new sessions begin to introduce your priorities to newly elected policymakers and those returning to office with new leadership positions.

APCO's Unmatched U.S. Elections Taskforce

Our U.S. elections team is led by expert political strategists who have extensive experience across government and the private sector advising on elections, policy and politics. They bring together the joint knowledge, expertise and network of more than 20 former congressional and executive branch staff at the federal level and across all branches of state government to deliver astute political analysis and actionable intelligence for our clients. Additionally, APCO's International Advisory Council boasts former members of Congress, cabinet secretaries, U.S. ambassadors, among other subject matter experts ready to dive in with clients.

We have the subject matter experts and collective political acumen to help clients achieve their goals with fresh and balanced perspectives, reliable guidance and strategic counsel throughout the election season and its aftermath.

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Interested in hearing more about how we can help you navigate the 2026 elections? Please reach out to **USelectionsplanning@apcoworldwide.com**.