Mobilizing the Pro-life Vote to Win a Pro-life Senate Majority

For the last year and a half, Susan B. Anthony List has been working to reach voters in Senate battlegrounds – contacting them directly at their doors as well as through hard-hitting mail, TV, radio, and digital advertising. More than one thousand canvassers have reached more than 2.7 million mainly inconsistent pro-life voters, who are outraged when they learn of their senator’s abortion extremism. This critical demographic will be the key to victory in many competitive Senate races on Election Day.

Unprecedented Door-to-Door Campaign, Backed by Hard-hitting Mail, Digital Ads, Live GOTV Calls, & In-state Media Events

- **2.7 Million** Voters visited across ten states
- **1,105** Pro-life canvassers
- **$28 Million** Total raised & spent for 2018 cycle
- **$794,232** in Bundled Contributions for pro-life candidates
- **986,835** Voters reached through direct mail
- **1,092,983** Voters reached through digital ads
- **53** In-state media events
- **391,681** Voters reached with live caller GOTV phone calls

ELECTING PRO-LIFE SENATORS IN BATTLEGROUNDS STATES

**Indiana**

*Goal: Defeat Pro-abortion Incumbent Joe Donnelly, Elect Mike Braun*

- **562,239** Voters visited
- **154** Pro-life canvassers
- **409,200** Voters reached with persuasive voter contact mail
- **11** In-state media events
- **122,686** Voters reached by live voter calls

**Missouri**

*Goal: Defeat Pro-abortion Incumbent Claire McCaskill, Elect Josh Hawley*

- **310,984** Voters visited
- **117** Pro-life canvassers
- **278,400** Voters reached with persuasive voter contact mail
- **169,744** Voters reached through digital ads
- **8** In-state media events
- **$34,392** in bundled contributions
- **90,399** Voters reached by live voter calls
Florida

Goal: Defeat Pro-abortion Incumbent Bill Nelson, Elect Rick Scott
- 1,001,296 Voters visited – including identified persuadable Democrats & Hispanic households
- 159 Pro-life canvassers
- 14 In-state media events

West Virginia

Goal: Defeat Pro-abortion Incumbent Joe Manchin and Elect Patrick Morrisey
- 109,427 Voters visited – including identified persuadable Democrats households
- 77 Pro-life canvassers
- 62,000 Voters reached with persuasive voter contact mail
- 32,462 Voters reached through digital ads
- 8 In-state media events
- $1.6 Million TV Ad Buy
- 27,040 Voters to be reached by live voter calls

Montana

Goal: Defeat Pro-abortion Incumbent Jon Tester, Elect Matt Rosendale
- 64,658 Voters visited
- 32 Pro-life canvassers
- 55,080 Voters reached with persuasive voter contact mail
- 74,232 Voters reached through digital ads
- 5 In-state media events
- 21,024 Voters to be reached by live voter calls

North Dakota

Goal: Defeat Pro-abortion Incumbent Heidi Heitkamp, Elect Kevin Cramer
- 37,036 Voters visited
- 41 Pro-life canvassers
- 44,395 Voters reached with persuasive voter contact mail
- 45,517 Voters reached through digital ads
- 4 In-state media events
- $30,537 in bundled contributions

Arizona

Goal: Elect Martha McSally over abortion extremist Krysten Sinema in an open seat
- 65,323 Voters visited – including identified persuadable Democrats & Hispanic households
- 65 Pro-life canvassers
- 137,760 Voters reached with persuasive voter contact mail
- 240,937 Voters reached through digital ads
- 54,296 Voters to be reached by live voter calls
- 1 In-state media event

Ohio

Goal: Defeat Pro-abortion Incumbent Sherrod Brown, Elect Jim Renacci
- 456,294 Voters visited
- 101 Pro-life canvassers
- 4 In-state media events
Tennessee

**Goal: Elect Pro-life Champion Marsha Blackburn in an Open Seat**
- **30,000** Voters visited
- **50** Pro-life canvassers
- **169,984** Voters reached through digital ads
- **$38,412** in bundled contributions

Wisconsin

**Goal: Defeat Pro-abortion Incumbent Tammy Baldwin, Elect Leah Vukmir**
- **95,026** Voters reached through digital ads
- **$32,463** in bundled contributions
- **30,000** Voters reached by live voter calls

Minnesota

**Goal: Defeat Pro-abortion Tina Smith, Elect Karin Housley**
- **$20,563** in bundled contributions

Mississippi

**Goal: Re-Elect Pro-life Cindy Hyde-Smith**
- **$17,378** in bundled contributions

Michigan

**Goal: Defeat Pro-abortion Incumbent Debbie Stabenow, Elect Pro-life John James**
- **$12,600** in bundled contributions
- **25,200** Voters to be reached by live voter calls

**Electing Pro-life Heroes to the House**

House Candidates in Key Senate Battlegrounds – SBA List’s ground team has been going door to door for pro-life champions within our Senate states distributing GOTV voter literature for:
- Wendy Rogers (AZ-01)
- David Schweikert (AZ-06)
- Debbie Lesko (AZ-08)
- Brian Mast (FL-18)
- Jackie Walorski (IN-02)
- Greg Pence (IN-06)
- Jim Banks (IN-03)
- Larry Bucshon (IN-08)
- Kelly Armstrong (ND-AL)
- Ann Wagner (MO-02)
- Vicky Hartzler (MO-04)
- Greg Gianforte (MT-AL)
- Steve Chabot (OH-01)
- Troy Balderson (OH-12)
- Carol Miller (WV-03)

Illinois’ 3rd District – Re-elect Pro-life Democrat Congressman Dan Lipinski
- **36,240** Voters visited
- **70** Pro-life canvassers
- 23,000 Total voters reached including digital ads and voter contact mail
- $44,391 in bundled contributions

Montana’s At-large District – Re-elect Congressman Greg Gianforte
- $52,385 in bundled contributions
- 37,200 Voters visited

New York’s 22nd District – Re-elect Congresswoman Claudia Tenney
- $57,549 in bundled contributions

Utah’s 4th District – Re-elect Congresswoman Mia Love
- $46,341 in bundled contributions

Georgia’s 6th District – Re-elect Congresswoman Karen Handel
- $69,358 in bundled contributions

Washington’s 3rd District – Re-elect Congresswoman Jaime Herrera Beutler
- $37,726 in bundled contributions

Washington’s 5th District – Re-elect Congresswoman Cathy McMorris Rodgers
- $45,608 in bundled contributions

New Jersey’s 4th District – Re-elect Congressman Chris Smith
- $31,746 in bundled contributions
- 106,344 Voters reached through digital ads

Pennsylvania’s 12th District – Re-elect Congressman Keith Rothfus
- 56,981 Voters reached through digital ads
- $10,000 in bundled contributions

Iowa’s 4th District – Re-elect Congressman Steve King
- 19,237 Voters reached by live voter calls

North Carolina’s 5th District – Re-elect Congresswoman Virginia Foxx
- 20,183 Voters reached by live voter calls

**Re-electing Pro-life Champion Governor Kim Reynolds**

Iowa

*Goal: Partner with Local Pro-life Allies to Re-elect Kim Reynolds, Defeat Pro-abortion Fred Hubbell*
- 64,000 Voters reached with persuasive voter contact mail and live phone calls
- 134,218 Voters reached through digital ads

**Stop Taxpayer Funding of Abortion at the State Level**

West Virginia

*Goal: Enact a Constitutional Amendment to strip a Court-mandated right to abortion in the state of West Virginia & Stop Taxpayer Funding of Abortion on-demand*
- 52,787 Voters visited – including identified persuadable Democrat households
- 77 Pro-life canvassers
- 124,982 Voters reached with persuasive voter contact mail
- $104,000 TV ad campaign
• **$30,000** Digital ad campaign
• **12,180** Voters reached through digital ads
• **4** In-state media events

*SBA List is a network of more than 700,000 pro-life Americans nationwide, dedicated to ending abortion by electing national leaders and advocating for laws that save lives, with a special calling to promote pro-life women leaders.*

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