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

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
- $796,865 in Bundled Contributions for pro-life candidates
- 986,835 Voters reached through direct mail
- 1,248,573 Voters reached through digital ads
- 53 In-state media events
- 400,781 Voters reached with live caller GOTV phone calls

ELECTING PRO-LIFE SENATORS IN BATTLEGROUNDS STATES

Indiana - WIN
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 - WIN
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
- 210,190 Voters reached through digital ads
- 8 In-state media events
- $34,942 in bundled contributions
- 90,399 Voters reached by live voter calls

Florida - WIN
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 - LOSS
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
- 84,175 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 - LOSS
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
- 86,780 Voters reached through digital ads
- 5 In-state media events
- 21,024 Voters to be reached by live voter calls

North Dakota - WIN
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
- 52,989 Voters reached through digital ads
- 4 In-state media events
- $30,608 in bundled contributions

Arizona - LOSS
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
- 177,920 Voters reached through digital ads
- 54,296 Voters to be reached by live voter calls
- 1 In-state media event

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

Tennessee - WIN
Goal: Elect Pro-life Champion Marsha Blackburn in an Open Seat
- 30,000 Voters visited
- 50 Pro-life canvassers
- 187,062 Voters reached through digital ads
- $38,923 in bundled contributions
Wisconsin - LOSS

*Goal: Defeat Pro-abortion Incumbent Tammy Baldwin, Elect Leah Vukmir*

- **112,773** Voters reached through digital ads
- **$32,973** in bundled contributions
- **30,000** Voters reached by live voter calls

Minnesota - LOSS

*Goal: Defeat Pro-abortion Tina Smith, Elect Karin Housley*

- **$20,858** in bundled contributions

Mississippi – **WIN**

*Goal: Re-Elect Pro-life Cindy Hyde-Smith*

- **$17,579** in bundled contributions
- **98,000** Voters reached through digital ads
- **9,100** Voters 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) - LOSS
- David Schweikert (AZ-06) - **WIN**
- Debbie Lesko (AZ-08) - **WIN**
- Brian Mast (FL-18) - **WIN**
- Jackie Walorski (IN-02) - **WIN**
- Greg Pence (IN-06) - **WIN**
- Jim Banks (IN-03) - **WIN**
- Larry Bueshon (IN-08) - **WIN**
- Kelly Armstrong (ND-AL) - **WIN**
- Ann Wagner (MO-02) - **WIN**
- Vicky Hartzler (MO-04) - **WIN**
- Greg Gianforte (MT-AL) - **WIN**
- Steve Chabot (OH-01) - **WIN**
- Troy Balderson (OH-12) - **WIN**
- Carol Miller (WV-03) - **WIN**

Illinois’ 3rd District – Re-elect Pro-life Democrat Congressman Dan Lipinski - **WIN**

- **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 - **WIN**

- **$52,415** in bundled contributions
- **37,200** Voters visited

New York’s 22nd District – Re-elect Congresswoman Claudia Tenney – LOSS

- **$57,654** in bundled contributions
Utah’s 4th District – Re-elect Congresswoman Mia Love - LOSS
  • $46,366 in bundled contributions

Georgia’s 6th District – Re-elect Congresswoman Karen Handel - LOSS
  • $69,508 in bundled contributions

Washington’s 3rd District – Re-elect Congresswoman Jaime Herrera Beutler - WIN
  • $37,751 in bundled contributions

Washington’s 5th District – Re-elect Congresswoman Cathy McMorris Rodgers - WIN
  • $45,638 in bundled contributions

New Jersey’s 4th District – Re-elect Congressman Chris Smith - WIN
  • $31,796 in bundled contributions
  • 106,344 Voters reached through digital ads

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

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

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

Re-electing Pro-life Champion Governor Kim Reynolds

Iowa - WIN
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 - WIN
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
  • 116,084 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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