



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 Battleground 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 Morrissey

- **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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