



# 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 Battleground 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 Morrissey**

- **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 Bucshon (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’ 3<sup>rd</sup> 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 22<sup>nd</sup> District – Re-elect Congresswoman Claudia Tenney – LOSS**

- \$57,654 in bundled contributions

**Utah's 4<sup>th</sup> District – Re-elect Congresswoman Mia Love - LOSS**

- **\$46,366** in bundled contributions

**Georgia's 6<sup>th</sup> District – Re-elect Congresswoman Karen Handel - LOSS**

- **\$69,508** in bundled contributions

**Washington's 3<sup>rd</sup> District – Re-elect Congresswoman Jaime Herrera Beutler - WIN**

- **\$37,751** in bundled contributions

**Washington's 5<sup>th</sup> District – Re-elect Congresswoman Cathy McMorris Rodgers - WIN**

- **\$45,638** in bundled contributions

**New Jersey's 4<sup>th</sup> District – Re-elect Congressman Chris Smith - WIN**

- **\$31,796** in bundled contributions
- **106,344** Voters reached through digital ads

**Pennsylvania's 12<sup>th</sup> District – Re-elect Congressman Keith Rothfus - LOSS**

- **56,981** Voters reached through digital ads
- **\$10,000** in bundled contributions

**Iowa's 4<sup>th</sup> District – Re-elect Congressman Steve King - WIN**

- **19,237** Voters reached by live voter calls

**North Carolina's 5<sup>th</sup> 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.*

