



MEMORANDUM

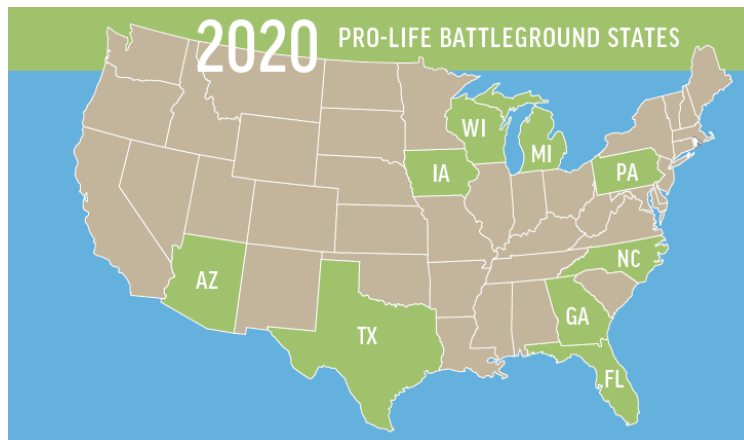
TO: Interested Parties

FROM: Tim Edson, National Campaign Director

DATE: January 16, 2020

RE: Susan B. Anthony List Builds Historic Battleground Field Operation

Over the last three election cycles, the SBA List and Women Speak Out PAC field team has visited more than 4.6 million voters with more than four thousand canvassers. Our state-of-the-art ground game played a critical role in electing President Trump to the White House and our current pro-life majority in the U.S. Senate. In 2020 alone, we will visit more than 4 million voters across critical presidential and senate battlegrounds including Arizona, Florida, Georgia, Iowa, Michigan, North Carolina, Pennsylvania, Texas and Wisconsin. Voter contact mail, phones, and paid media will reinforce the field effort as part of SBA List's overall \$52 million 2020 cycle budget.



With nearly 10 months to go until Election Day 2020, SBA List canvassers have already visited 460,000 voters in the critical swing states, educating them about the extreme pro-abortion positions of Democratic presidential candidates and Senate candidates bought and paid for by Planned Parenthood and the abortion lobby.

Approximately 200 canvassers are currently active in Arizona, Florida, and North Carolina. In phases we will expand to our additional states, beginning with Michigan, Wisconsin, and Pennsylvania.



The SBA List-Women Speak Out PAC effort is twofold: First, communicating with unreliable pro-life voters to ensure they go to the polls to vote against the extreme pro-abortion radicalism of Democratic candidates.

Second, our efforts the last six years demonstrate that persuadable voters including Hispanics, Independents, Democrats, and moderate Republicans can be swayed to vote pro-life for president and Senate if they have all the facts and understand just how radical the pro-abortion lobby has become. By educating persuadable voters, including even those who consider themselves pro-choice but see extreme positions like support for late-term abortion, infanticide and abortion activists posing as federal judges as a bridge too far, we can help deliver the votes decisive for victory.

SBA List has conducted extensive data modeling to zero in on the voters who will make the difference in tight races, delivering pro-life messages through the SBA List-Women Speak Out PAC ground game. In these battleground states, SBA List will hire a state director, regional field staff and 100-200 paid, professional, strongly pro-life canvassers to expose the extremism of pro-abortion candidates, and identify the clear pro-life choice in the election, one door and one conversation at a time.

As we have in the last three election cycles, we anticipate that SBA List-Women Speak Out PAC efforts will impact tens of thousands of votes in key races, providing the margin of victory.

