



# SBA List's Unprecedented Voter Mobilization Effort to Re-Elect Trump & the U.S. Senate Pro-Life Majority

During the 2020 cycle SBA List and its partner, Women Speak Out PAC launched the biggest election effort in the organization's history, reaching more than eight million voters through high-touch door to door canvassing, voter contact mail, hard-hitting digital ads, live phone calls, and text messaging. Our team communicated the pro-life message and exposed Democrat extremism on abortion, contacting inconsistent pro-life base voters and persuadable voters, which includes many Democrats, Independents, and minority voters. Our communications focused on the issues of late-term abortion, infanticide, and the U.S. Supreme Court. Below is a breakdown of the unprecedented effort.

## Overall 2020 Battleground Voter Contact Effort

- **8 million+** grand total voters reached with multiple communications
- **2.5 million** homes visited across 8 key battleground states
- **1,000+** pro-life canvassers deployed
- **14.7 million** voter mail pieces sent
- **45 million** online ad views
- **6.6 million** live voter calls completed
- **7 million** text messages sent
- **\$52 million+** total raised & spent in 2020 cycle
- **\$1.6 million** direct and bundled PAC contributions to pro-life candidates



## State-by-State Battleground Efforts

### Arizona – Re-Elect Sen. Martha McSally & President Trump

- **900,000** targeted voters reached in state
- **578,525** visits to voters by canvassers
- **178** pro-life canvassers deployed
- **1.3 million** voter mail pieces sent
- **4 million+** digital ad views
- **620,808** live voter calls made
- **492,135** texts sent

### Florida – Re-Elect President Trump

- **1.7 million** targeted voters reached in state
- **736,910** visits to voters by canvassers
- **212** pro-life canvassers deployed
- **2.2 million** voter mail pieces sent
- **4.8 million** digital ad views
- **1 million+** live voter calls completed
- **901,169** texts sent

### Iowa – Re-Elect Sen. Joni Ernst & President Trump

- **251,000** targeted voters reached in state
- **338,000** voter mail pieces sent
- **1.6 million** digital ad views
- **171,000** live voter calls completed
- **353,000** texts sent

### Michigan – Elect Senate Candidate John James & Re-Elect President Trump

- **1 million** targeted voters reached in state
- **175,505** visits to voters by canvassers
- **78** pro-life canvassers deployed
- **1.5 million** voter mail pieces sent
- **4.4 million** digital ad views
- **695,908** live voter calls completed
- **487,285** texts sent

### Montana – Re-Elect Sen. Steve Daines & President Trump, and Elect Gubernatorial Candidate Greg Gianforte

- **120,000** targeted voters reached in state
- **78,222** visits to voters by canvassers
- **47** pro-life canvassers deployed
- **198,904** voter mail pieces sent

- **654,029** digital ad views
- **89,357** live voter calls completed
- **65,432** texts sent

### **North Carolina – Re-Elect Sen. Thom Tillis & President Trump, and Elect Gubernatorial Candidate Dan Forest**

- **1.2 million** targeted voters reached in state
- **405,277** visits to voters by canvassers
- **167** pro-life canvassers deployed
- **1.9 million** voter mail pieces sent
- **5.8 million** digital ad views
- **877,381** live voter calls
- **652,371** texts sent

### **Pennsylvania – Re-Elect President Trump**

- **1.1 million** targeted voters reached in state
- **116,246** visits to voters by canvassers
- **88** pro-life canvassers deployed
- **1.8 million** voter mail pieces sent
- **3.7 million** digital ad views
- **1.3 million** live voter calls completed
- **957,404** texts sent

### **South Carolina – Re-Elect Sen. Lindsey Graham & President Trump**

- **500,000** targeted voters reached in state
- **664,000** voter mail pieces sent
- **1.6 million** digital ad views
- **171,000** live voter calls completed
- **353,000** texts sent

### **Wisconsin – Re-Elect President Trump**

- **500,000** targeted voters reached in state
- **55,267** visits to voters by canvassers
- **66** pro-life canvassers deployed
- **844,350** voter mail pieces sent
- **2.2 million** digital ad views
- **374,897** live voter calls completed
- **274,633** texts sent

## Campaign to Protect the Pro-Life Majority in Texas Statehouse & Elect Pro-Life Champions in Key U.S. House Races

SBA List and Women Speak Out PAC partnered with Pro-Life America General Purpose Committee in a \$5 million campaign to elect pro-life champions in five congressional races and 23 state house races across the Lone Star State. The campaign was part of SBA List and its partners' overall \$52 million budget for the 2020 cycle and campaign to reach eight million voters ahead of Election Day.

- **650,000** targeted voters reached in state
- **337,343** visits to voters by canvassers
- **110** pro-life canvassers deployed
- **3.6 million** voter mail pieces sent
- **15.9 million** digital ad views
- **1.1 million** live voter calls completed
- **2.4 million** texts sent

### SBA List Efforts to #ConfirmAmy



The moment SBA List learned of the vacancy on the Supreme Court, our team mobilized to help President Trump and the pro-life Senate confirm a constitutionalist judge to the bench. Our efforts to confirm Justice Amy Coney Barrett included:

- Leading a multi-state [#ConfirmAmy Press Tour](#) through battlegrounds to rally grassroots support for President Trump, Justice Barrett and the Senators backing her in key media markets
- Re-launching the [Pro-Life Court Coalition](#) of 80+ pro-life groups
- Launching a grassroots call campaign targeting 14 key senators, urging them to vote yes
- Three digital ad campaigns targeting persuadable voters across key battleground states

*SBA List is a network of 900,000 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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