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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