



TO: SBA Allies  
FR: Marjorie Dannenfelser, President  
RE: Finishing Strong  
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13 days ahead of the election, the pro-life movement has reason for optimism as polling indicates a momentum shift in favor of pro-life GOP candidates.

**This shift comes as Democrats have [spent](#) an astonishing \$343 million (and growing) on abortion-focused TV ads this cycle** – at least twice as much as on any other issue.

**What's changed?** In the weeks that followed *Dobbs*, Democrats hammered the GOP on abortion and framed the issue in the most negative light possible – with the GOP lacking a cohesive response or counterattack.

**In September, Sen. Lindsey Graham completely flipped the narrative when he introduced legislation prohibiting painful late-term abortions after 15 weeks of pregnancy, with exceptions.**

The 15-week late-term abortion limit put GOP candidates on firm footing and forced Democrats to go on the record in favor of late-term abortion and in opposition to *any* limits. This has been most visible in the debates, with high-profile candidates such as [Marco Rubio](#), [Blake Masters](#), [J.D. Vance](#), [Ted Budd](#), and [Herschel Walker](#) going on offense.

**This aligned GOP candidates with public opinion and put Democrats far outside the mainstream:** Harvard/Harris polling in the wake of *Dobbs* found that 72% of voters support limiting abortion *no later than* 15 weeks – including 75% of women, 70% of Independents, and 60% of rank-and-file Democrats – while only 10% support the Democrats' position of abortion on demand until birth.

**Now that we're on much stronger footing, it's time to finish strong and sprint across the finish line.** SBA is flexing its political muscle in the final days, communicating this strong winning contrast with over 8 million key voters across the biggest 2022 battlegrounds, including visiting 4 million voters at their doorsteps. Our targeted approach reaches voters who make the difference in close midterm races: persuadable voters and low propensity pro-life voters.

**Should we see success on Election Day, some will claim that the issue of abortion ultimately didn't matter and it was economic/safety/education issues that carried the day.** This is a wrong and lazy assessment. While other issues may ultimately prove more salient, abortion has undoubtedly played a role – one that shifted from being a drag on the GOP to an advantage in exposing the true extremism of Democrat candidates.