



SUSAN B. ANTHONY
PRO-LIFE
AMERICA



WOMEN
SPEAK OUT PAC

SBA Pro-Life America's Voter Mobilization Effort to Elect a Pro-Life Majority in the U.S. House and Senate and Elect Pro-Life Governors

During the 2022 election cycle, and following the historic overturning of Roe V. Wade, SBA Pro-Life America and its partner Women Speak Out PAC spent over \$78 million, the largest investment in the organization's history to reach 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 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 and infanticide. Below is a breakdown of our effort.

Overall 2022 Battleground Voter Contact Effort

- **8 million+** grand total voters reached with multiple communications
- **3.8 million** homes visited across 8 key battleground states
- **1,300+** pro-life canvassers deployed
- **7.3 million** voter mail pieces sent
- **64,908,245** online ad views
- **4 million** voter calls completed
- **8 million** text messages sent
- **\$78 million+** total raised and spent in 2022 cycle



State-by-State Battleground Efforts

Arizona- Elect Gubernatorial Candidate Kari Lake and Elect Senate Candidate Blake Masters

- **\$4.5 million** spent
- **\$2M** ads, [Mark Kelly Supports Painful Late Abortions](#), [Stop Pushing Extreme Abortion Laws](#)
- **954,889** targeted voters reached in state
- **735,209** visits to voters by canvassers
- **798,098** voter mail pieces sent
- **8,258,376** digital ad views
- **389,231** voter calls made
- **420,455** texts sent

Florida- Re-elect Gov. Ron DeSantis and Sen. Marco Rubio

- **\$2.5 million** spent
- **1.1M** targeted voters reached in state
- **620,275** visits to voters by canvassers
- **905,728** voter mail pieces sent
- **8,772,260** digital ad views
- **389,317** voter calls made
- **415,429** texts sent

Georgia- Re-elect Gov. Brian Kemp and Elect Senate Candidate Herschel Walker

- **\$4 million** spent
- **\$1M** [Georgia Heartbeat Ad](#)
- **754,666** targeted voters reached in state
- **456,368** visits to voters by canvassers
- **694,358** voter mail pieces sent
- **8,902,532** digital ad views
- **245,664** voter calls made
- **263,554** texts sent

Nevada- Elect Gubernatorial Candidate Joe Lombardo and Senate Candidate Adam Laxalt

- **\$1.1 million** spent
- **622,566** targeted voters reached in state
- **152,221** visits to voters by canvassers
- **676,516** voter mail pieces sent
- **4,368,776** digital ad views
- **134,333** voter calls made
- **416,072** texts sent

Michigan- Elect Gubernatorial Candidate Tudor Dixon and Proposal 3 Ballot Initiative

- **\$1 million** spent

- **650,788** targeted voters reached in state
- **520,278** voter mail pieces sent
- **7,052,204** digital ad views
- **203,435** voter calls made
- **136,985** texts sent

North Carolina- Elect Senate Candidate Ted Budd

- **\$2.5 million** spent
- **955,577** targeted voters reached in state
- **636,202** visits to voters by canvassers
- **772,420** voter mail pieces sent
- **6,364,368** digital ad views
- **288,451** texts sent

Pennsylvania- Elect Gubernatorial Candidate Doug Mastriano and Senate Candidate Mehmet Oz

- **\$3 million** spent
- **950,365** targeted voters reached in state
- **692,071** visits to voters by canvassers
- **835,348** voter mail pieces sent
- **8,649,008** digital ad views
- **368,202** voter calls made
- **389,946** texts sent

Wisconsin- Elect Gubernatorial Candidate Tim Michels and re-elect Senator Ron Johnson

- **\$2 million** spent
- **522,441** targeted voters reached in state
- **300,410** visits to voters by canvassers
- **699,618** voter mail pieces sent
- **4,993,404** digital ad views
- **267,355** live voter calls made
- **213,666** texts sent

[Campaign to Ensure a Pro-Life Majority and Elect Pro-Life Champions in Key U.S. House Races](#)

SBA Pro-Life America and Women Speak Out PAC led a **\$1 million campaign** to elect pro-life champions in 22 congressional races including, **AZ-01, AZ-02, FL-13, FL-15, FL-27, NC-01, NC-05, NV-01, NV-03, NV-04, PA-07, PA-08, TX-15, TX-28, TX-34, NY-18, CA-27, IN-01, IA-02, IA-03, and OH-01.** The campaign, which included boots on the ground in some races and paid media in others, was part of SBA Pro-Life America and its partners' overall \$78 million budget for the 2022 cycle and campaign to reach eight million voters ahead of Election Day.

- **2.2M** targeted voters reached in all states
- **1.4M** visits to voters by canvassers
- **756,405** voter mail pieces sent in all states

- **7,547,317** digital ad views
- **321,304** voter calls completed
- **412,337** texts sent

Campaign to Ensure a Pro-Life Majority and Elect Pro-Life Champions in Key Statewide Races

SBA Pro-Life America and Women Speak Out PAC led a **\$400,000 campaign** to elect pro-life champions in 6 state races including, **NE-26, NE-36, NC-SD-11, NC-SD-17, NC-HD-37, NC-HD-73** and the **North Carolina Supreme Court**. The campaign, which included paid media, mail, and text messages was part of SBA Pro-Life America and its partners' overall \$78 million budget for the 2022 cycle and campaign to reach eight million voters ahead of Election Day.

Nebraska statewide races

- **\$50,000** spent
- **23,580** targeted voters reached by mail, text, phone call, and digital ad
- **27,826** voter mail pieces sent

North Carolina statewide races

- **\$350,000** spent
- **602,937** targeted voters reached by mail, text, phone call, and digital ad
- **1,135,236** voter mail pieces sent

Susan B. Anthony Pro-Life America is a network of more than one million 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.

Women Speak Out PAC is a partner of SBA Pro-Life America.

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