

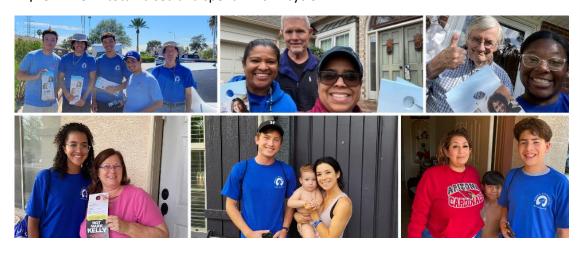


# SBA Pro-Life America's Voter Mobilization Effort to Elect a Pro-Life Majority in the U.S. House and Senate and Elect Pro-Life Governors

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
- 4 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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