

TO: SBA Allies  
FR: SBA President Marjorie Dannenfelser  
RE: Winning Election Messaging  
DATE: June 3, 2024

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Democrats and their abortion industry allies will accept nothing less than abortion on demand without limit, paid for by taxpayers. Former Speaker Nancy Pelosi and others have already stated that if Democrats take over Congress they intend to break congressional rules to pass the so-called Women's Health Protection Act (WHPA) – that would erase nearly all limitations on abortion in every state. This would place America – all 50 states - on a short list of the most pro-abortion countries in the world.

There are no protections for the unborn that Democrats can bring themselves to support, and they are consistently on the record opposing the protection of unborn babies when they can feel pain, even legislation to provide basic health care for a baby born alive after a failed abortion.

It is not only babies they refuse to protect; Senators Elizabeth Warren and Catherine Cortez Masto have introduced legislation that would outlaw charitable community organizations – Pregnancy Resource Centers – that help pregnant women in need who want to keep their babies but need support. The “pro-choice” mask is off and ancient history, as Democrats and their abortion industry allies will not stop until America becomes a global abortion factory where women have no other choice.

We must unite and stop them before it is too late. The good news is that there is a winning battleplan to do just that.

**Since the 2022 midterms, SBA Pro-Life America has invested significant resources in focus groups and polling to drill down on the most effective political messaging heading into 2024.**

This month, we tested our best messages in Pennsylvania – a key 2024 battleground state – to see which of our messages moves voters most significantly.

This message testing was conducted by Adam Schaeffer of Evolving Strategies, a behavioral science and clinical data political firm. This type of research is different than regular polling as it measures actual movement in voter candidate preference.

**The message that performed the strongest in moving voters is driving a strong contrast between Democrat support for the so-called Women's Health Protection Act (WHPA) and GOP support for providing real options and support for mothers in need and opposition to the WHPA.**

This message resulted in a significant 9.2% net shift in support for the GOP candidate over the baseline control group.

- In our test, the WHPA was characterized as sweeping federal legislation that would wipe away nearly all state limitations on abortion, even those that limit late-term abortions on healthy babies and ensure parental involvement when a young girl becomes pregnant. It would force all states to

allow painful late-term abortions in the 7<sup>th</sup>, 8<sup>th</sup>, and 9<sup>th</sup> month of pregnancy – even when the baby is perfectly healthy, all organs are formed, and the baby can see, hear, suck her thumb, feel pain, and even survive outside the womb. At this point in pregnancy, moms are encouraged to sing to their child as babies can recognize their mother’s voice.

- GOP support for mothers in need was characterized in our testing as offering women real options to choose life and embracing policies that would streamline adoption services, increase the child tax credit, make baby items tax-free, and provide funding to pregnancy care centers and maternity homes. Further, women should be informed about the financial help and adoption services available so she can make an educated choice.

**It is important to note that nearly every single Democrat in Congress has cast a vote in favor of the extreme WHPA and it has the enthusiastic support of Joe Biden and Kamala Harris.**

Democrats are openly pledging to abolish the filibuster to pass it.

It is imperative that the pro-life movement and the entire GOP go on offense and drive this winning contrast.

**Between now and Election Day, SBA Pro-Life America will deliver this message to millions of voters across eight key battleground states (AZ, GA, NC, PA, MI, WI, OH, MT) that will determine control of the White House, Senate, and contain key House battleground races.** Over the course of the election cycle we will reach over 10 million voters across these eight states, including over four million directly at their doorsteps. This includes an aggressive early vote and absentee ballot chase program.

**We cannot do this alone. Most importantly, candidates themselves must draw this contrast and put money behind it. The “ostrich strategy” from 2022 of candidates putting their heads in the sand cannot be repeated.** This is urgent for GOP Senate candidates, who continue to trail across key races despite President Trump holding a consistent lead at the top of the ticket across those same states.

The Democrat playbook is wide open for everyone to see. They are hellbent on terrifying voters with falsehoods about pro-life candidates with hundreds of millions of dollars fueling their message.

Now is the time to act. Democrats will use the two-year *Dobbs* anniversary coming up in June as a hook to ramp up the falsehoods and fearmongering. It’s time to aggressively counter them.

And over the coming months, the pro-life grassroots need to show up at candidate townhalls and debates and challenge Democrat politicians to name a single limit on abortion that they support. We must also challenge the media to ask this critical question – starting with the Trump/Biden debate in June.

Democrats and their abortion industry allies will not stop until America becomes a global abortion factory where women are forced into abortion and find few options when choosing life. If this happens it will put the pro-life movement in an even worse position than it faced under the *Roe* regime. We must unite and stop them before it is too late.