



By the Numbers

2024 Election Cycle Breakdown

Through the many twists and turns of the 2024 election cycle, SBA Pro-Life America kept our eye on our singular mission: denying the Democrats the opportunity to enact the so-called Women’s Health Protection Act, which would obliterate nearly every pro-life law in the nation, and protecting our majority on the Supreme Court. That meant defeating Kamala Harris, winning back the U.S. Senate, and protecting our House majority.

To achieve this goal, SBA Pro-Life America and its partner Women Speak Out PAC spent over \$92 million, the largest investment in the organizations’ history, to reach more than 10 million voters across eight key battleground states. **Our team communicated the pro-life message and exposed Democrats’ extremism on abortion, contacting pro-life base voters and persuadable voters, which includes many Democrats, Independents and minority voters. Below is a breakdown of our efforts.**

2024 Cycle Battleground Voter Contact Effort

- **10+ million** total pro-life persuadable and casual voters reached
- **4,262,737** visits to target voters across eight key battleground states, representing **over 236,000 man-hours**
- **3,434** pro-life canvassers including **1,347** student canvassers sent out on 28 state deployments
- **142,899 absentee ballot applications** generated, with **73,393 ballots returned** as of 10/28 in AZ, GA, NC and WI
- **7,094,210** voter mail pieces sent
- **48+ million** online ad views
- **6,052,389** text messages sent
- **894,510** calls made
- **15 House battleground districts** engaged in across eight presidential and Senate battleground states
- **\$92 million** total raised and spent in 2024 cycle



State-by-State Battleground Efforts

Arizona – Defeat Vice President Kamala Harris and Senate Candidate Ruben Gallego

- **451,499** visits to targeted voters by canvassers
- **21,844 man-hours** spent reaching targeted voters by over **323** canvassers
- **2,986,381** digital ad views to promote absentee ballot voting
- **430,402** persuadable voters reached through digital ads ([Kamala Harris Goes Too Far & Moms Need More Resources, Not More Abortions](#))
- **2,001,627** voter mail pieces sent
- **365,638** voter calls made
- **835,292** voter texts sent
- **Key House districts:** AZ-01, AZ-06

Georgia – Defeat Vice President Kamala Harris

- **171,116** visits to targeted voters by canvassers
- **8,226 man-hours** spent reaching targeted voters by **88** canvassers
- **697,928** digital ad views to promote absentee ballot voting
- **528,916** persuadable voters reached through digital ads ([Kamala Harris Goes Too Far & Moms Need More Resources, Not More Abortions](#))
- **\$500,000** TV and digital ad campaign calling out pro-abortion lies ([Deadly](#))
- **807,280** voter mail pieces sent
- **134,355** voter calls made
- **268,268** voter texts sent

North Carolina – Defeat Vice President Kamala Harris

- **574,939** visits to targeted voters by canvassers
- **38,450 man-hours** spent reaching targeted voters by **253** canvassers
- **802,195** digital ad views to promote absentee ballot voting
- **329,204** persuadable voters reached through digital ads ([Kamala Harris Goes Too Far & Moms Need More Resources, Not More Abortions](#))
- **1,539,195** voter mail pieces sent
- **247,844** voter calls made
- **1,359,379** voter texts sent
- **Key House districts:** NC-01

Wisconsin – Defeat Vice President Kamala Harris and Senator Tammy Baldwin

- **508,649** visits to targeted voters by canvassers
- **26,144 man-hours** spent reaching targeted voters by **210** canvassers
- **603,273** digital ad views to promote absentee ballot voting
- **281,413** persuadable voters reached through digital ads ([Kamala Harris Goes Too Far & Moms Need More Resources, Not More Abortions](#))
- **892,800** voter mail pieces sent
- **146,673** voter calls made
- **100,000** voter texts sent
- **Key House districts:** WI-01, WI-03

Montana – Defeat Vice President Kamala Harris and Elect Senate Candidate Tim Sheehy

- **114,584** visits to targeted voters by canvassers
- **6,873 man-hours** spent reaching targeted voters by **82** canvassers
- **85,500** persuadable voters reached through digital ads ([Kamala Harris Goes Too Far, Moms Need More Resources, Not More Abortions, & Jon Tester Goes Too Far](#))
- **373,188** voter mail pieces sent
- **1,339,960** voter texts sent

Ohio – Defeat Vice President Kamala Harris and Elect Senate Candidate Bernie Moreno

- **1,243,900** visits to targeted voters by canvassers
- **68,505 man-hours** spent reaching targeted voters by **592** canvassers
- **503,466** persuadable voters reached through digital ads ([Kamala Harris Goes Too Far, Moms Need More Resources, Not More Abortions, & Sherrod Brown Goes Too Far](#))
- **1,480,120** voter mail pieces sent
- **2,149,490** voter texts sent
- **Key House Districts:** OH-01, OH-09, OH-13

Pennsylvania – Defeat Vice President Kamala Harris and Senator Bob Casey Jr.

- **447,630** visits to targeted voters by canvassers
- **34,514 man-hours** spent reaching targeted voters by **288** canvassers
- **445,181** persuadable voters reached through digital ads ([Kamala Harris Goes Too Far & Moms Need More Resources, Not More Abortions](#))
- **Key House Districts:** PA-01, PA-07, PA-08, PA-10

Michigan – Defeat Vice President Kamala Harris and Senate Candidate Elissa Slotkin

- **750,420** visits to targeted voters by canvassers
- **31,396 man-hours** spent reaching targeted voters by **251** canvassers
- **Key House districts:** MI-03, MI-07, MI-10