



TO: SBA Allies  
FR: Marjorie Dannenfelser, President  
RE: Key 2024 Takeaways + Next Steps  
DATE: November 10, 2024

Through the many twists and turns of the 2024 election cycle, SBA kept our eye on our singular mission: deny 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 protect our pro-*Dobbs* majority on the Supreme Court.

With the defeat of Kamala Harris and the election of Donald Trump – backed by a GOP Senate majority of 53 seats and a House GOP majority – we have resoundingly accomplished this mission.

**Meanwhile, the Democrats' abortion fearmongering campaign was a spectacular failure in the first presidential election since the reversal of *Roe*.**

**According to the latest data from AdImpact, Democrats spent an eye-popping \$570 million on abortion-focused TV advertising alone during the general election for federal races, making it the #1 issue they put dollars behind on TV out of the \$1.7 billion they spent in total.** In contrast, Republicans spent \$37 million.

The Democrat air barrage didn't work. According to exit polling:

- Only 11% of voters ranked abortion as the most important issue facing the country, far outpaced by the economy (39%) and immigration (20%).
- Trump performed *better* among women voters than he did in 2020 (-8 in 2024; -12 in 2020) despite all the pundits predicting the biggest gender gap ever.
- Trump made massive gains with Hispanic voters, many of whom have a strong aversion to abortion fanaticism (-14 in 2024; -28 in 2020).
- Trump expanded his Catholic support, winning it by 9% in 2024 compared to 1% in 2020.

While Democrats took their abortion fearmongering to the airwaves, SBA took our message directly to our targeted voters. In total using all our voter contact methods, we reached over 10 million voters across the top eight battlegrounds, including making over four million visits to voters at their doorsteps.

**Meanwhile, President Trump did what he's done better than anyone since 2016: he effectively cast the Democrats as the real extremists on abortion who support abortion even in the seventh, eighth and ninth month of pregnancy** and even refuse to support giving basic medical care to children who survive attempted abortions.

The national momentum also carried into the states as pro-abortion ballot initiatives failed in Florida, Nebraska and South Dakota – our first victories in initiative battles since *Dobbs*. All three victories shared a key ingredient: GOP leaders in the states rushing into the battle, not away from it. There is no greater example of this leadership than Gov. Ron DeSantis.

### **With victory in hand, what's next?**

During his first administration, President Trump governed as the most pro-life president our nation has ever seen. His accomplishments include:

- Transforming the Supreme Court and federal judiciary with the nomination and confirmation of Justices Gorsuch, Kavanaugh, Barrett and over 200 lower-court judges.
- Fighting for life across the globe by implementing the Protecting Life in Global Health Assistance Policy to end taxpayer funding of abortionists internationally, as well as combatting pro-abortion policies at the United Nations.
- Stopping domestic funding of abortion mega-giant Planned Parenthood by applying the Protect Life Rule for the Title X program.
- Boldly speaking out against late-term abortion and for protecting babies born alive following attempted abortions.
- Becoming the first president ever to address the March for Life in person.

**The accomplishments from President Trump's first term become the baseline for the second term.** However, in order to even get to the baseline, there is much that must be undone from the Biden-Harris regime, which worked tirelessly to promote abortion in every nook and cranny of the federal government. It all must be undone.

There's also much to do beyond the baseline. The abortion industry has become more and more aggressive in promoting abortion even after the reversal of *Roe* loosened their grip on America's laws and America's people.

**In order to go on offense and truly defeat the abortion industry in the long term, we must strengthen the pro-life, pro-woman, pro-family resolve of the Republican Party, centered on the unalienable right to life for the unborn child that exists under the 14<sup>th</sup> Amendment.**

With the American people's rejection of the Democratic Party's abortion fearmongering campaign in the 2024 elections, it's time for the GOP to renew its resolve to fight for the innocent unborn and for mothers.

We look forward to fostering and promoting those within the party who are willing to stand up and take the lead and will work to defeat those who stand in the way – especially as we look ahead to the 2028 GOP presidential primary.

Let's get to work!