2026 Election Cycle by the Numbers

By Election Day, SBA Pro-Life America and its partner Women Speak Out PAC will reach more than 10.5 million voters across the nation's top battlegrounds, including seven Senate races, 16 House races, and five gubernatorial races.

- **10.5 million+** voters contacted across top Senate, House, and gubernatorial battlegrounds
- **3.7 million+** visits to voters completed
- **2,350** pro-life canvassers including **1,456** student canvassers deployed
- **4.4 million+** voter mail pieces sent
- **56 million+** digital ad views
- **17.1 million+** voter text messages sent
- **16 House, seven Senate, and five gubernatorial races across 10 states**

Key Statewide Efforts

Iowa – Elect Senate Candidate Ashley Hinson and Gubernatorial Candidate Zach Lahn, Key House Races IA-01 & IA-02

- **1.6 million+** voters reached through our digital ads, texts, and mail
- **424,426** visits to voters completed
- **6,407 man-hours** spent reaching voters by **233** canvassers
- **8.2 million+** digital ad views (Senate/governor: Mask Off, IA-01: California Bohannan & IA-02: Not Your Values)
- **825,114** voter mail pieces sent
- **4 million+** voter texts sent

South Carolina – Elect Senate Candidate Darline Graham and Gubernatorial Candidate Alan Wilson

- **1.1 million+** voters reached through our digital ads, texts, and mail
- **118,110** visits to voters completed
- **3,900** man-hours spent during two deployments by **130** student canvassers
- **6.8 million+** digital ad views (Senate/governor: Too Far & Senate: Dirty Trick)

- **573,502** voter mail pieces sent
- **1.6 million+** voter texts sent



Georgia – Defeat Senator Jon Ossoff and Gubernatorial Candidate Keisha Lance Bottoms

- **1.6 million+** voters reached through digital ads, text, and mail
- **452,427** visits to voters completed
- **8,149 man-hours** spent reaching voters by **226** canvassers
- **7.9 million+** digital ad views (Senate/governor: Radical)
- **569,984** voter mail pieces sent
- **2 million+** voter texts sent

North Carolina – Elect Senate Candidate Michael Whatley, Key House Races NC-01 & NC-11

- **942,838** visits to voters completed
- **63,683 man-hours** spent reaching pro-life voters by **513** canvassers
- **337,283** voters reached through our digital ads, texts, and mail
- **3.8 million+** digital ad views (NC-01: Too Extreme, NC-01: Dirty Trick, NC-11: Not Moderate & NC-11: Wrong Priorities)
- **273,073** voter mail pieces sent
- **506,622** voter texts sent

Montana – Elect Senate Candidate Kurt Alme, Key House Race MT-01

- **73,377** visits to pro-life voters
- **2,840 man-hours** spent reaching pro-life voters by **38** canvassers

Ohio – Elect Senate Candidate Jon Husted and Gubernatorial Candidate Vivek Ramaswamy, Key House Races OH-01, OH-09, & OH-10

- **1.7 million+** voters reached through our digital ads, texts, and mail
- **480,755** visits to voters completed
- **11,841 man-hours** spent reaching pro-life voters by **340** canvassers
- **6.8 million+** digital ad views (Senate/governor: The Line & OH-01: Too Extreme)
- **937,296** voter mail pieces sent
- **3.4 million+** voter texts sent

Wisconsin – Defeat Gubernatorial Candidate David Crowley, Key House Race WI-01

- **637,801** voters reached through our digital ads, texts, and mail
- **500,623** visits to voters completed
- **12,350 man-hours** spent reaching pro-life voters by **421** canvassers
- **7.3 million+** digital ad views (governor: Accomplice)

- **796,257** voter mail pieces sent
- **964,689** voter texts sent

Texas – Elect Senate Candidate Ken Paxton, Key House Races TX-23, TX-28, TX-34 & TX-35

- **2.4 million+** voters reached through our digital ads, texts, and mail
- **253,975** visits to voters completed
- **4,376 man-hours** spent reaching voters by **61** canvassers
- **13 million+** digital ad views (Senate, TX-34: Too Extreme-Spanish, TX-34: Too Extreme-English, TX-34: Our Babies-Spanish & TX-34: Our Babies- English)
- **4.2 million+** voter texts sent

Key House Races

** In House races that overlap with statewide efforts, voter visit counts may overlap **

- **Engaged in 16 key House battlegrounds:**
  - AZ-01; IA-01; IA-02; MI-10; MI-07; MT-01; NC-01; NC-11; OH-01; OH-09; OH-10, TX-23; TX-28; TX-34, TX-35; WI-01
- **1.1 million+** voters reached through our digital ads, texts, and mail
- **1.1 million+** visits to voters at their doorsteps completed
- **10.8 million+** total digital ad views (AZ-01: Celebrate, AZ-01: No, No, No, MI-10: Radical & MI-10: Closer Look)
- **1 million+** voter mail pieces sent
- **2.8 million+** total voter texts sent