

How We Work



GRASSROOTS MACHINERY FOR LIFE

The SBA List mission to end abortion puts us at the nexus of the pro-life movement and the political process. We've developed the grassroots tools to do it efficiently and effectively, producing more than two million contacts with Congress in the last four election cycles. Our goal by 2010 is to deliver one million more. Here's how we do it.

Membership

The SBA List began 2009 with a grassroots membership of 153,000 donor-activists. Our target was to add 10,000 more members to our ranks. We exceeded that number, growing our base to over 170,000 across the country. This success is the origin of our new campaign, **Plan 435** (see page 21).

Email

In addition to leading the Life coalition, the SBA List aimed to generate 300,000 personal emails to Congress opposing the inclusion of tax-funded abortion in health care reform. Our system of targeted and timely online alerts exceeded that goal. Overall, in 2009 we generated more than 1.5 million letters to Congress, a 600% increase in activism over previous years.

Public Service Announcements

No-cost public service announcements were also used through the SBA List's unique network to educate and motivate grassroots response. In 2009 more than 100 outlets, exceeding our goal, were added to our network of Christian and secular stations in all 50 states and Guam.

These one-minute commentaries dispelled myths about the safety of abortion, promoted Life-affirming alternatives, and informed the public with up-to-the-minute information about pending legislation.

When we began this program in 1999, media advisors told us that we would be fortunate to have 100 stations agree to air these public service radio spots. In 2009 our spots became a major tool of activism against the Obama Administration's campaigns to transfer \$1.5 billion to Planned Parenthood, open up abortion funding with locally generated tax dollars in the District of Columbia, and pass health care reform legislation without protections for Life and conscience.

Social Media

Through Facebook, Twitter, and YouTube we're extending the reach of our messaging to hundreds of thousands of targeted individuals who can now access our broadcast television and radio ads, action alerts, and daily commentaries through social media platforms online and via smartphones.

In this age of instant communications, the SBA List has powerfully combined radio with our Congressional contact tools to build grassroots networks and impact Congress. Our aim is to keep and extend www.sba-list.org as a user-friendly high-traffic zone for legislative and political action.

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To the Wire: Targeted Ads in the Fight for Life

As the health care fight came down to the wire, the SBA List brought its hard-earned media and communications expertise to bear on key U.S. Senators and House members. In these tough decisions about where and when to make the best investment of limited pro-life resources, the SBA List relied, as it always does, on its guiding principle: *to save the most lives*.

Using both radio and television, the SBA List led the media air war in campaigns targeted to reach the key senators deciding the fate of the pro-life abortion funding limits in health care. Our professionally produced ads directed the attention of the grassroots to Senate Majority Leader Harry Reid (D-Nev.), Senator Bob Casey, Jr. (D-Penn.), and Senator Blanche Lincoln (D-Ark.).

Harry Reid has been the orchestrator of national health care reform that will involve every U.S. taxpayer in funding elective abortion. To the people of Nevada, he is seen as an opponent

of abortion, and until he reached his Democratic leadership post, he typically voted pro-life. But as Senate Majority Leader he has voted to fund abortions overseas and to deny health care to women pregnant with their first child.

He and his congressional allies who say one thing at home but vote another way in Congress were targets of significant paid-media emphasis by the SBA List, alerting constituents to the inconsistencies of their elected officials' stated positions.

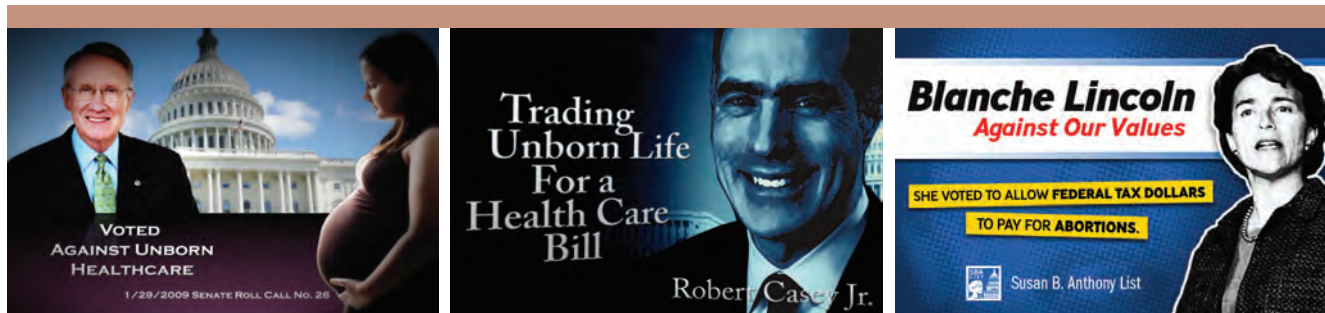
The SBA List's targeted ad campaigns inform voters and influence the decisions of elected officials. Professionally produced and carefully honed, they engage citizens at moments of decision and leave impressions and information that last.

Votes Have Consequences Project: Legislative Accountability

Through a project begun in 2009, the SBA List is on Capitol Hill, in the media, over the web, and in the mail before votes occur, framing the issues and raising the stakes. When the votes are taken, the SBA List follows through to its tens of thousands of grassroots partners across the country.

Faced with an anti-life majority in the Senate and a President pursuing a comprehensive pro-abortion agenda, the *Votes Have Consequences: Legislative Accountability Project* (VHC) highlights the voting records of members of Congress.

SBA LIST ~ TARGETED ADS



TV :30

Harry Reid SAYS he's pro-life. Tell him to VOTE pro-life.

When the health care debate came to its climax in the Senate, the SBA List called Harry Reid to account in Nevada with a hard-hitting 30-second television spot. The spot reminded viewers of Reid's claim to hold pro-life convictions – and the reality of his anti-life actions. The spot urged viewers to contact Reid on health care reform: "Harry Reid says he's pro-life. So call him. And tell him this time to vote that way."



TV :60

The abortion debate is not about how we shall live, but who shall live.

Pennsylvania's Sen. Robert Casey, Jr. was attempting to insert a provision in the health care bill that would have devised an accounting scheme to allow government subsidies for plans that cover abortion: in short, taxpayer-funded abortion. This SBA List spot drew on the pro-life legacy of the late Gov. Bob Casey, the current senator's father. The 60-second spot urged calls to the junior Casey, recalling his father's ringing words that abortion is "inconsistent with our American character."



Radio :60

Blanche Lincoln talks pro-life but votes pro-abortion.

The SBA List took to the radio studio to air a one-minute spot in Arkansas, a pro-life state whose senator talks conservatively at home but votes with the liberal feminists in Washington, D.C. The spot was designed to capture the wave of pro-life sentiment in The Natural State, reminding listeners that Sen. Blanche Lincoln "voted with her D.C. friends and against our values."



The SBA List Votes Have Consequences Project Director Marilyn Musgrave has been instrumental in the success of several key projects, including our Press Tour on Health Care, and the Votes Have Consequences Project.

As more pro-life women and men stand up to be counted as champions of the unborn, VHC ensures they receive rapid thanks from the grassroots. When the heart of a member of Congress turns against Life, we make certain his or her constituents learn about it immediately.

VHC, led by Marilyn Musgrave, deploys multiple vehicles to connect voters with what their legislators are saying and doing, through creative mail pieces, phone calls, and media outreach. The tasks of voter education are no longer confined to a few short months before Election Day. Voter contact must be continuous to be effective.

Over a period of ten intense days in early 2010, Marilyn led a Women's Press Tour on Health Care that took her to twenty

pro-life House Democrat districts and two Senators' states. In each district and state, Marilyn appeared with local pro-life women leaders to explain the stakes in the health care debate and call upon each Democratic member to stand strong against the pressure of the pro-abortion leadership.

The tour was combined with patch-through robo-calls and radio spots to maximize our reach and ability to mobilize constituents to contact their representatives.

The VHC Project is critical in laying the groundwork for success in 2010 and 2012. Voters must know before they can act, and the more they know about the abuses committed by today's pro-abortion Congress, the more success our cause will have over the next two election cycles.



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