

How We Grow

We the People

Uncle



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Plan 435

## MEMBERSHIP: THE KEY TO A PRO-LIFE FUTURE

**M**embership growth is the key to the ever-expanding reach and effectiveness of the SBA List and Candidate Fund.

Our history explains why. The SBA List was first established in 1992 as a political action committee (PAC). Our goal was to find and fund pro-life women candidates for federal office, and to bring the resources of pro-life political donors to bear on dispelling the myth that women activists defend abortion.

Five years later we changed our approach, building on what we had started. We reincorporated the SBA List as a tax-exempt membership organization, what the Internal Revenue Service calls a 501(c)(4), with an affiliated political action committee. This change expanded our reach to include grassroots lobbying campaigns to impact Congress, but it also required us to build members of the 501(c)(4), who are the only people we can subsequently approach to provide donations to our PAC, now called the **SBA List Candidate Fund**.

These efforts combine powerfully to create a strong grassroots lobbying force and a corps of donors who can then be asked to give political funds to support candidates for high office. For more than a dozen years the SBA List has worked to build our membership base and thereby increase our impact every year in Congress and every other year in the elections for Congress.

### Rapid growth holds strategic advantage: Plan 435

Thanks to the wide variety of tested fundraising approaches we use, including building our presence online, the SBA List is growing rapidly – our opponents see this and know they have a huge fight on their hands. We, in turn, have a huge opportunity. Our membership rolls continue to experience double-digit percentage increases, and as a result we have begun a new project named **Plan 435**.

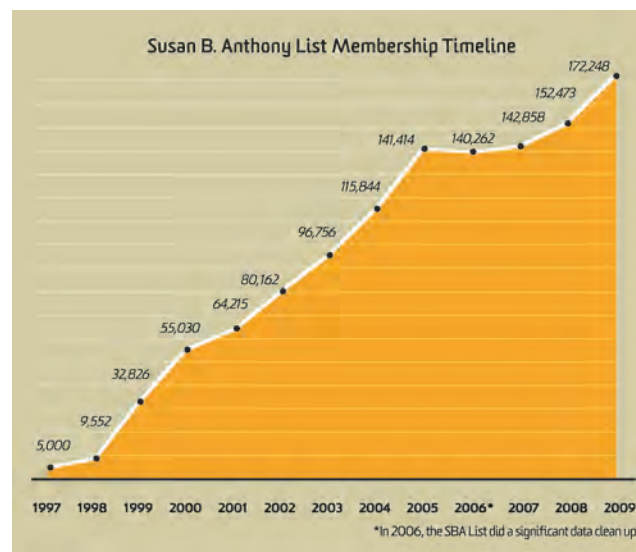
*The aim of Plan 435 is to ensure that every member of Congress faces a phalanx of grassroots activists.* There are 435 members of the House of Representatives. Our goal is to have an average of 1,000 women and concerned men – roughly double what we have now – in each district. These citizens will be supporters of the SBA List, but they will also be trained and focused.

**Plan 435** is ambitious in scope, but within reach. Americans are newly alarmed about the direction of this nation. We were never meant to be a country that dwelled on the negatives, accepted limits, and disparaged Life. Through this ambitious new plan, we can promote hope and encourage engagement across the entire United States over the next three years.

### Membership Strategies

Our strategies for increasing membership are time-tested and economical. To highlight just a few:

1. **Internet.** Activism and political giving on the web is exploding, and the SBA List is enjoying great success in this low-cost, viral method of raising funds and recruiting new members. In 2009, the SBA List was able to add over 100,000



new activists through aggressive online acquisition. Additionally, the SBA List expects internet income to rise to 15% of our total funding in the near future, complementing newly invigorated traditional direct mail methods.

2. **Regional Events.** The SBA List is on the road throughout the year with events designed to raise new financial resources and new members. Future events will be held in locations that are legislatively or politically strategic.

3. **Traditional Direct Mail.** Direct mail still provides a steady stream of income, while also helping to build membership and keep members up-to-date on what the SBA List is doing

to advance the cause. We will continue our aggressive direct mail program to find new supporters and communicate with our members.

**4. Embedded Radio Programs & Advertisements.** The SBA List will pursue relationships with like-minded talk show radio hosts to promote the organization and cause to their listeners. Reaching talk show radio listeners through their regular programming will increase our reach and ability to attract new members.

Because of our steady approach and care for everyone who responds to the SBA List, investments in our work result in high member retention rates and permanent assets for the organization.

Our phone and micro-targeting systems have identified some 3.7 million pro-life voters in battleground states. Similar projects in Nevada, Colorado, and other states have resulted in contact lists with carry-over value for new legislative and political cycles.

### **Beyond Membership: Targeted Mobilization**

Our membership represents the highest and most enduring form of engagement. In key elections, however, millions of Americans can be identified who will vote for Life if they have timely and reliable information and good candidates to support.

For years the SBA List has specialized in programs of voter identification, education and mobilization that have made the differences in preserving key incumbents and electing new House members and Senators.

The next two election cycles hold great opportunity and promise to take back the U. S. Senate and the Presidency. Our program will continue to incorporate four phases:

1. Voter Identification
2. Survey Research
3. Voter Education
4. Voter Turnout and Mobilization

#### **Phase One: Voter Identification**

The SBA List has nearly four million identified voters in battle-

### **Leadership in Congress:**

**MICHELE BACHMANN (R-MN)**

**Elected 2006 | Margin of Victory in 2008: 46.4% – 43.4%**

**Susan B. Anthony List Member Contributions: \$67,000**

Michele Bachmann represents the 6th District of Minnesota, which includes parts of six counties on the north side of Minneapolis.

Throughout her professional and public life, she has been an exceptionally active champion for children and families and for honest and lean government.

Michele was elected in 2000 to the Minnesota State Senate where she championed a Tax-payers Bill of Rights. She won election to the U.S. House of Representatives in 2006 and re-election in 2008, both times in tough, three-way races.

*Michele has been a leader in Congress for the unborn and for children in foster care and adoption. As the birth mother of five children and foster mother to 23 more, Michele has inspired others through deeds and words to stand up for the most vulnerable in our midst. Addressing the House in a Special Order on Life, Michele said, “[W]hat we’re trying to let a lot of American women know across the country this evening is that choosing life is probably one of the most gratifying decisions any woman, any man, can make. We want to let them know they’re not alone.”*

During the historic health care reform debate, Michele stood for Life and organized the famed “House Call” rallies that drew tens of thousands to Washington, D.C. to oppose federal funding of abortion and support conscience rights for medical personnel. Michele stands on principle time and again. “The more that we learn about the unborn child, the fascination, the intricacy, the beauty of the unborn child, the more we embrace giving life to this beautiful treasure.”



## Leadership in Congress: BART STUPAK (D-MI)

Elected 1993 | Margin of Victory in 2008: 65% – 35%

If we are truly ever to succeed as a movement, the pro-life cause must rise above the traditional partisan divide. There has never been a more important time



for strong pro-life Democratic leadership – especially in the face of a Democrat President and Congressional leadership who favor abortion.



Congressman Bart Stupak is a courageous pro-life Democrat in the mold of Governor Bob Casey, who once said *“Nothing could be more foreign to the American experience than legalized abortion. It is inconsistent with our national character.”*

In the House of Representatives, Bart Stupak fought tirelessly to attach his amendment explicitly excluding the use of federal funds to pay for “elective” abortions to the House health care bill.

*Building a strong coalition of pro-life Democrats, Stupak successfully forced Nancy Pelosi to allow a vote on his amendment and secured one of the highest pro-life House votes in recent history: 240-194.*

Unfortunately Stupak’s leadership did not come without a price. Since his pro-life legislative leadership, abortion advocates have sought to tear him down. The President even stripped funding for a federal Olympic scholarship created in memory of Stupak’s late son, B.J. Stupak. It was in the face of these attacks that the SBA List was proud to launch a positive radio campaign in Stupak’s district, so his own constituents could understand the impact of his leadership.

Congressman Stupak deserves our thanks and gratitude for his work to defend women and the unborn.

ground states. These names were secured at much lower cost than previously through micro-targeting techniques. Knowing who is pro-life in every targeted state is a staple of our strategy.

### Phase Two: Survey Research

The most prominent issues for pro-life women can change from time to time. Yesterday it was parental notice before abortion. Today it might be abortion funding in health care. The SBA List uses original national polling research in target states to identify and understand what the pro-life base is thinking.

### Phase Three: Voter Education

For several election cycles, the SBA List has specialized in



creating eye-catching mail pieces that focus on the most significant issue in each locale. These pieces are sent to the voting households we have identified in order to inform their vote. The SBA List mailings combine top-notch graphics with tested arguments and documented statements. Voters rely on our information because they know they can trust the source.

### Phase Four: Voter Turnout and Mobilization

The final step in the process includes both mail and phone calls to our previously identified voters in the targeted district or state. These steps are paid for by the SBA List Candidate Fund, which is qualified by law to call for the election or defeat of particular candidates for public office. Because voter rolls change and people relocate, constantly updating our lists allows us to maximize turnout and give our candidates the best chance for victory.

