



Advancing Pro-Life Leadership



A PARTNER OF



2016 Campaign Plan

The election of 2014 has set the stage for more pro-life success in 2016



Pro-life canvassers in North Carolina, Arkansas, Louisiana, and Kansas used the latest voter identification technology to knock on 520,050 doors and make more than 536,000 live phone calls.

In 2014, the American people elected the most pro-life Congress in more than 16 years and elected the largest number of pro-life women to Congress in history. After years of gridlock we have the ability to push forward national legislation to protect unborn children and their mothers from abortion.

The main impediment to progress is now sitting in the Oval Office and will be blocking progress until we elect a pro-life president who will sign legislation into law to protect unborn lives.

This is why winning the 2016 presidential election is the top priority of Susan B. Anthony List.

Keeping the U.S. Senate in pro-life hands is also crucial. No matter who wins the White House, Senate approval will be needed to pass pro-life laws and place pro-life judges on the federal benches, including the Supreme Court.

In 2014, Susan B. Anthony List and our partner Super PAC, Women Speak Out, went on offense and helped build an eight-seat pro-life margin in the Senate. This year, we will also need to play defense as more pro-life Senate seats are up for election than pro-abortion seats. It will be a fight to keep a strong pro-life majority. Building on SBA List's 2014 successes will be the best opportunity for pro-life Americans to defend and expand our gains.

Success in 2014

2014 was a groundbreaking year for Susan B. Anthony List and Women Speak Out PAC

In April of 2014, our team launched **the largest, most active pro-life political operation in the country**. In a year where candidates and outside organizations saw diminished returns from an avalanche of campaign ads, our team focused on building one of the largest grassroots armies in the country.

Our team opened field offices, hired pro-life activists, and put more than 750 workers on the ground in four key states. These activists leveraged the abortion issue to turn out traditionally low-turnout, socially conservative voters.

Our pro-life activists knocked on 520,050 doors, made 1,056,792 live voter contacts, and distributed 1.3 million pieces of campaign literature. These efforts worked. **We increased turnout by 6.6% among our target voters.**

Not only did we win 37 of our 46 targeted races, we won 70% of our races against candidates endorsed by EMILY's List, America's largest and wealthiest pro-abortion political organization.

In the Senate, Women Speak Out concentrated on six statewide races. We were successful in every one. We helped defeat pro-abortion Senators Kay Hagan (NC), Mark Pryor (AR), Mark Udall (CO), and Mary Landrieu (LA). We won the open seat in Iowa for Joni Ernst and helped re-elect embattled Senator Pat Roberts (KS).

In addition to our grassroots efforts, SBA List ran a complementary media campaign. Early in the election cycle, we placed billboards in North Carolina and Louisiana to frame our opponents as supporters of federal funding of abortion. We also ran aggressive radio ads in a number of races and produced what has been called one of the most effective TV ads of the cycle.

Our ad, "Charlotte," highlighted the birth of a young girl at 22 weeks. It placed a human face on the late-term abortions supported by the extreme pro-abortion Senators we defeated. The ad ran on the air in North Carolina, Colorado, and Louisiana. It also achieved 2,349,612 impressions through various digital outlets.



Top: Senator Bill Cassidy poses with WSO pro-life canvassers and supporters. Bottom: Arkansas Grassroots Director Laurie Lee identifies counties to canvass.

The 2016 Action Plan

*Relaunching our grassroots machine
to reach new groups of pro-life voters*



In 2014, low voter turnout levels demanded our grassroots campaign focus on locating and motivating low-turnout, social conservative voters and driving (literally and figuratively) them to the polls. We knew that these voters were with us and our candidates on the issues—they just needed to be reminded of how important these elections were and needed to be contacted about voting.

In 2016, we will continue to target less motivated and less informed pro-life voters. These Americans vote in higher numbers in presidential election years, but there is still plenty of room for growth. Twenty-six million registered voters could have voted in 2012 but chose not to do so. In eleven top target states, more than 15 million registered voters failed to cast ballots. Many of those voters were our people.

But this strategy alone will not be enough to elect a pro-life president.

Since the 1970's Democrats have been targeting pro-choice, Republican women to peel them away from GOP candidates, with some

In 2016, we will also target pro-life Democrats and Hispanics.

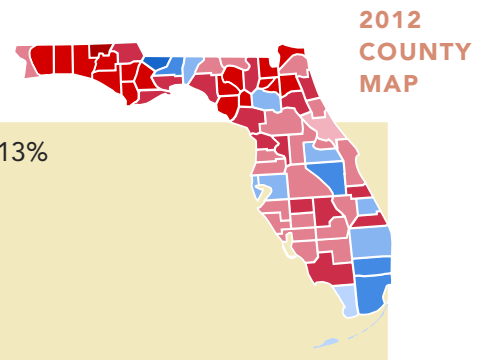
success. Our plan is to return the favor among pro-life Democrats.

National poll after national poll shows that anywhere from 28-35% of Democrats are pro-life. Moving a fraction of these voters to support our candidates, or to sit out the election rather than voting for a Democrat who does not share their views, will play a decisive role in 2016.

Targeting pro-life Democrats is a challenge, but one we can meet. We have invested in the latest voter data and polling to identify who these voters are, where they live, which pro-life issues move them most, and what can motivate them to break away from the candidate of their party. Success in our efforts can not only change the outcome of the election of 2016, but possibly forge a new winning pro-life coalition for the next generation.

Florida

U.S. SENATE AND PRESIDENTIAL



2012 Outcome:	Obama 50.01% – Romney 49.13% <i>Closest state in the nation</i>
2016 Presidential Outlook:	Battleground State
2016 Senate Outlook:	Toss-up/Lean Republican

TACTICS

Florida is a big state with 11,156,780 registered voters in ten different media markets. Our database shows 2,256,105 pro-life Floridians on the voter rolls. Considering that Romney lost Florida's 29 electoral votes by less than 75,000 votes in 2012, a strong grassroots effort that ensures social conservatives cast their ballots in large numbers will mean victory for both our presidential candidate and our Senate candidate (all serious GOP candidates for the Senate are pro-life). Women Speak Out will operate a campaign in five

metropolitan areas to knock on the doors of Republican pro-life voters as well as persuadable pro-life Democrats who are consistent voters. Hispanic Americans make up 1.7 million of the state's registered voters and will receive special attention. We will locate our voters, persuade them of the importance of this election, show them the contrast between the candidates, and see that they turn out to vote. A targeted media campaign will reinforce the door-to-door grassroots efforts.

1

Phase One (October – December 2015): COMPLETE

We hired a state director and five field directors for the regional zones within Florida including: Miami/Fort Lauderdale, Orlando, Tampa/St.Petersburg, Pensacola/Tallahassee, and Jacksonville. We began recruiting a team of 20-30 canvassers in each region of the state.

2

Phase Two (November – May 2016): COMPLETE

With over 100 canvassers in the field, we began knocking on doors using modeled, low-turnout target voters. Through May 2016, we completed 200,000 door knocks and completed over 40,000 surveys. These surveys collected thousands of pro-life data points. We also completed modeling of Democrat and Hispanic voters to identify 200,000 additional voters to target door-to-door with a persuasion message.

3

Phase Three (June – Sept. 2016): IN PROGRESS

Our 100-plus-person canvassing team is knocking on the doors of low propensity conservative voters and persuadable Democrat and Hispanic voters, educating these voters on the issues and the extreme positions of Hillary Clinton and the

Democrat candidates for Senate. As of August 4th, our team has knocked on over 227,000 doors in Florida, already surpassing our 200,000 goal for this period. We are averaging over 6,000 doors per week, and have a cadre of Spanish-speaking canvassers who are making significant inroads into the Hispanic community.

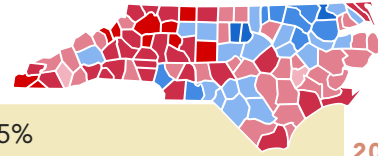
4

Four (October – November 8, 2016): PENDING

When the 2016 campaign is in full swing, our voter contact/persuasion operation will transition into a full persuasion and get-out-the-vote operation. Identified voters will be turned into actual votes for pro-life candidates through early voting, absentee voting, and election day activities. A media campaign targeted to our voters will engage in targeted mail and digital advertising to draw contrast and engage pro-life voters so that they will turn out in force on Election Day. We will target 150,000 voters with aggressive door-to-door turnout operations.

North Carolina

U.S. SENATE AND PRESIDENTIAL



2012
COUNTY
MAP

2012 Outcome:	Romney 50.39% – Obama 48.35% <i>Third closest state in the nation</i>
2016 Presidential Outlook:	Battleground State
2016 Senate Outlook:	Leans Republican

TACTICS

Our 2014 North Carolina grassroots team knocked on 153,179 doors and made 246,437 live phone calls to defeat pro-abortion Senator Kay Hagan. In anticipation of the 2016 fight in the Tar Heel State, SBA List has kept our North Carolina team in place. We have already recruited 262 additional “Rapid Response Team” members who will identify, persuade, and turn out the 1,929,805

pro-life voters we have in our North Carolina database. Women Speak Out will operate in key, vote-rich areas to knock on the doors of our targeted voting blocs: low-turnout Republican pro-life voters and persuadable pro-life Democrats. We will also run an aggressive pro-life media campaign to highlight the message of our canvassers.

1

Phase One (August – December 2015): **COMPLETE**

With a state director, two field directors and over 100 canvassers still on board from our successful 2014 effort, we were able to grow rapidly in North Carolina. By the end of 2015, we had a field director in each of the five major regions of the state: Greensboro/Winston-Salem, Charlotte, Raleigh-Durham, Wilmington/Coastal, and Asheville/Mountain region.

2

Phase Two (October 2015 – May 2016): **COMPLETE**

We grew our North Carolina team to over 150 canvassers. Through the end of May, we knocked on 200,000 doors and completed nearly 50,000 surveys. These surveys yielded thousands of pro-life identifications among the low-propensity conservative voters we targeted. We also used our grassroots army to knock on 13,000 doors in helping to defeat Renee Ellmers, a turncoat Congresswoman who campaigned as pro-life only to betray the cause once elected.

3

Phase Three (June – Sept. 2016): **IN PROGRESS**

Our canvassing efforts are focused on low-propensity conservative voters and Democrats we believe to be persuadable (We are currently conducting a modeling project in North Carolina to refine our ability to locate these voters). Our canvassers have already knocked on 242,000 doors (as of August 4th), educating folks on the

issues and the extreme positions of Hillary Clinton and the Democrat candidate for Senate. We have already surpassed our goal (175,000 contacts) and are averaging 8,000 door knocks per week.

4

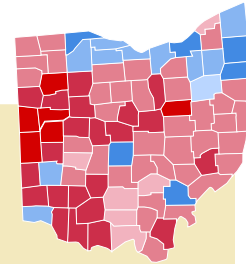
Phase Four (October – November 8, 2016): PENDING

As in 2014, our grassroots operation will switch from voter identification and persuasion mode to turnout and motivation mode as Election Day approaches. Our entire staff and volunteer organization will be dedicated to pushing our voters to the polls through mail, radio, phones, and door-to-door activities. A heavy emphasis will be placed on early media as over 50% of North Carolina voters cast early ballots in 2014. Our goal is to complete 150,000 door knocks during this phase.

Ohio

U.S. SENATE AND PRESIDENTIAL

2012 Outcome:	Obama 50.7% – Romney 47.7% <i>Second closest state in the nation</i>
2016 Presidential Outlook:	Battleground State
2016 Senate Outlook:	Toss-up



2012
COUNTY
MAP

TACTICS

Ohio is a battleground state in presidential elections, and has been so for over half a century. In spite of the constant attention it receives, voter turnout numbers show room for improvement when it comes to getting pro-life voters to the polls.

Our database shows 1,835,074 pro-life Ohioans on the voter rolls. Considering that Romney lost Ohio's 18 electoral votes by about 3%, a strong grassroots effort targeting social conservatives can make a difference in this election.

SBA List will operate a campaign in five metropolitan areas to knock on the doors of Republican pro-life voters, pro-life Democrats, and Hispanic voters. By appealing to traditional values we will peel off votes from a traditional Democratic constituency. Through an aggressive door-to-door campaign we will locate our favorable voter targets, persuade them of the importance of this election, show them the contrast between the candidates, and see that they turn out to vote.

1

Phase One (February – March 2016): **COMPLETE**

We hired a state director and field directors in Cleveland, Cincinnati, and Toledo. We performed data analysis to locate and define our target constituencies.

2

Phase Two (April – June 2016): **COMPLETE**

Recruited field directors for the regional zones within Ohio (Cleveland, Cincinnati, Canton, and Dayton). Refined our newly acquired voter data through on-site testing.

3

Phase Three (July – Sept. 2016): **IN PROGRESS**

We are in the first phase of a modeling project in Ohio to refine our ability to help identify pro-life Democrats. Our targets for persuasion include low propensity conservative voters and persuadable Democrats, educating them on pro-life issues while explaining the extreme pro-abortion positions of Hillary Clinton and Democrat Senate candidate, Ted Strickland. Our goal is to complete 195,000 doors during this period.

Although we started late in Ohio, we have already made 30,000 contacts by August 4th, and are confident we can surpass our goal by the end of September.

4

Phase Four (October – November 8, 2016): PENDING

When the 2016 campaign is in full swing, our voter contact/persuasion operation will mutate into a full get-out-the-vote operation. Identified voters will be turned into actual votes for pro-life candidates. A media campaign targeted to our voters will engage in targeted TV, radio, and digital advertising to draw contrast and engage pro-life voters so that they will turn out in force on Election Day. Our goal is to knock on 130,000 doors in the final phase of the campaign.

Digital Efforts in Target States

Complementing our grassroots efforts by reaching voters with the pro-life message online

Our digital efforts will serve two goals: communicating with our target voters and acquiring email addresses to expand our digital reach in key states.

The first phase of our digital campaign will focus on developing creative messages, testing those messages, and experimenting with different delivery methods of those messages. This will ensure that we are getting the best bang for our buck when we make the bulk of our digital expenditures in phases two and three.

The second phase will complement our voter identification efforts on the ground. We will locate our targeted voter universe online by matching IP addresses with our voter files. We will use display advertising to urge voters to sign petitions, allowing us to ID where they stand and capture their information in the process. We will begin renting conservative e-mail lists in our targeted states to expand our reach.

The third phase will complement our persuasion efforts on the ground as we get closer to Election Day. We will test pre-roll persuasion ads and will roll out whichever ads perform best. We will do the bulk of our e-mail list rentals during this phase when there is heightened interest in the approaching election.

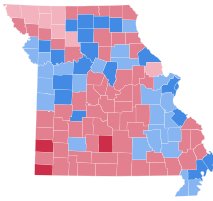
During the 2014 cycle, SBA List tested various digital efforts in the targeted states of North Carolina, Louisiana, and Colorado. Overall, our investments led to 1,335,514 confirmed pre-roll views of our hard-hitting ads exposing the extreme abortion positions of targeted Senate incumbents. Our cost-per-view ranged from \$0.02 to \$0.11 using YouTube, Google, AOL, and YuMe. AOL's increasing list of popular websites provided the best investment.

Additionally, SBA List has rented e-mail lists in previous election cycles and we have a solid handle on market rates and expected return-on-investment.



Top and Bottom: Our digital ad, 'Charlotte,' highlighted the story of Charlotte Ryun, who was born at 24 weeks, one pound, seven ounces.

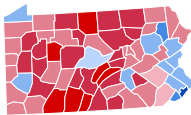
Rapid Expansion List



Missouri

U.S. SENATE AND PRESIDENTIAL

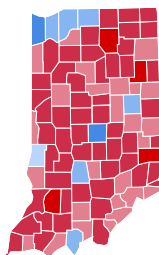
Missouri leans Republican but victory is by no means guaranteed for a statewide Republican candidate. Missouri has a Democrat governor, with one Democrat and one Republican U.S. Senator. Missouri voted for Clinton in 1992 and 1996, Bush in 2000 and 2004, McCain in 2008, and Romney in 2012. Rural Missouri is very Republican, with Democrat strength mostly confined to university towns and the cities. Democrats win by running up margins in St. Louis and the counties of Boone (Columbia), Jackson (Kansas City), and St. Louis. By cutting down the margins of defeat in those counties and maximizing turnout in the rest of the state, Missouri should re-elect Senator Blunt and stay in the Republican presidential column.



Pennsylvania

U.S. SENATE AND PRESIDENTIAL

Pennsylvania is a swing state with a Democratic governor and Republican majorities in both state legislatures. U.S. Senator Pat Toomey is a proven defender of life and is going up against a well-funded, pro-abortion Democratic nominee. Pennsylvania has been close in recent presidential elections. Current polling shows the senate race could go either way.



Indiana

U.S. SENATE AND PRESIDENTIAL

Indiana is another state where the retirement of a long-serving incumbent (Dan Coats) has thrown the state political scene into turmoil. Pro-life Congressman Todd Young (IN-9) won the primary on the Republican side, while former Senator Evan Bayh shocked the political world by jumping in at the last minute on the Democratic side. Bayh's entry instantly makes the Senate race a "toss up." At the presidential level, Indiana has voted for the GOP candidate for president in nearly every election in the last 50 years, but it is not a totally safe bet for the GOP especially with the competitive Senate race and also an open Gubernatorial race.