

What We've Accomplished



PROGRESS IN THE POLITICAL BATTLEFIELDS ~ 2009

Opportunities we see for success in 2010 and beyond are already materializing – and pollsters and pundits across the political spectrum agree. Scott Rasmussen and Douglas Schoen point to the 2009 results and note, “The off-year elections in New Jersey and Virginia were indeed a warning sign to Mr. Obama.” The special election in New York’s 23rd Congressional District can be added to this list.

The Susan B. Anthony List Candidate Fund was in the thick of these historic fights. When the SBA List was reorganized in 1997, we created our grassroots organization as a membership C-4. These core members form our activist base and become eligible to make separate donations to the SBA List Candidate Fund.

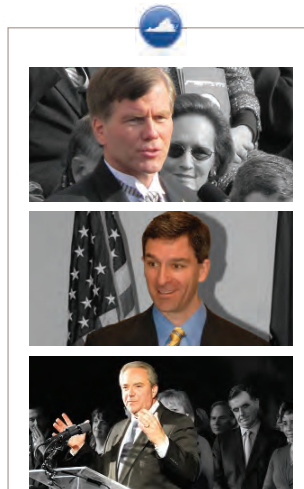
We were happy to be part of a pro-life sweep of all three of Virginia’s top executive offices. All three candidates were aggressively attacked for their stances on Life, especially gubernatorial winner Bob McDonnell. While calculated to gain the women’s vote, pro-abortion feminists’ strategy backfired and helped deliver all three pro-life candidates winning vote margins. Lt. Gov. Bill Bolling’s pro-abortion female opponent can no longer claim female pro-abortion candidates clinch the female vote and deliver winning vote margins. Her model of women in politics is quickly becoming an anachronism. Most importantly, as a sign of the opportunity we have over the next three years, these candidates prevailed by margins of up to 20% in a state Barack Obama carried by more than 6% in 2008.

“Sensing Our Moment”: New York–23 Model

Even more dramatically, the SBA List Candidate Fund led the way in defeating Dede Scozzafava, the handpicked Republican nominee for an open seat in a traditionally conservative Upstate



The SBA List was first on the ground in New York’s District 23 race with radio, GOTV calls, and active volunteers and staff.



In Virginia, three pro-life leaders, Governor Bob McDonnell, Attorney General Ken Cuccinelli, and Lieutenant Governor Bill Bolling were elected.

New York district. Had she won, Scozzafava, who had proudly accepted the Margaret Sanger award from Planned Parenthood, would likely have been the most outspoken pro-abortion GOP woman in Congress for many years.

Deploying the skills we have honed over nearly two decades in political campaigns, the SBA List Candidate Fund endorsed the pro-life Conservative Party nominee in the race, Doug Hoffman. Coming from virtually nowhere, Hoffman displaced Scozzafava as the traditional values alternative in the race and came within one point of winning the election.

With 19 days until the election, we were first on the ground in New York-23 with a Rapid Response Team that:

- **Built** a coalition, including top economic groups, to harness resources and organize volunteers in the district;
- **Deployed** seven staff members to the district to organize more than 250 local volunteers who gave countless hours to support our shadow campaign for Doug Hoffman;
- **Aired** hard-hitting radio ads during the campaign’s final 10 days and made thousands of Get-Out-The-Vote (GOTV) phone calls to identified pro-life voters;
- **Organized** the distribution of more than 90,000 sample ballots and manned the top 100 polling places on Election Day.

The Rapid Response Team assembled in New York–23 provided an infrastructure that was missing when the local GOP veered far to the left. Only our extensive experience with close-fought campaigns on tight budgets enabled us to avert a leadership disaster for pro-life women in Congress. Going into 2010, Doug Hoffman will be the GOP candidate and we will be poised to launch the infrastructure we built in order to take back the seat. Most importantly, *New York-23 proved*

that principled fiscal and social conservatives can succeed as a team, in a contemporary example of Ronald Reagan's winning coalition. With important primaries and races coming up in the next two election cycles, we will seek to replicate this coalition for the common cause of strong candidates wherever possible.

A History of Impact 1992-Present

In 2012, we will celebrate our 20th anniversary on the forefront of the fight for Life. Over that time, we will have financed and endorsed over 75 winning members of Congress. We will have helped to nurture a first generation of women leaders who have embraced the cause of Life and advanced in public office.

We never rest, but we are ready to help raise and support a second - and even larger - generation of leaders. Your partnership with us can convert opportunity to reality.

We know how to win because we know how to set goals and exceed them. From media communications to voter contact strategies, to issue advocacy and fundraising, the SBA List polls and tests, refines and redesigns, targets and gets results. Our results in the challenging environment we faced in 2009 testify to the value of our strategies.

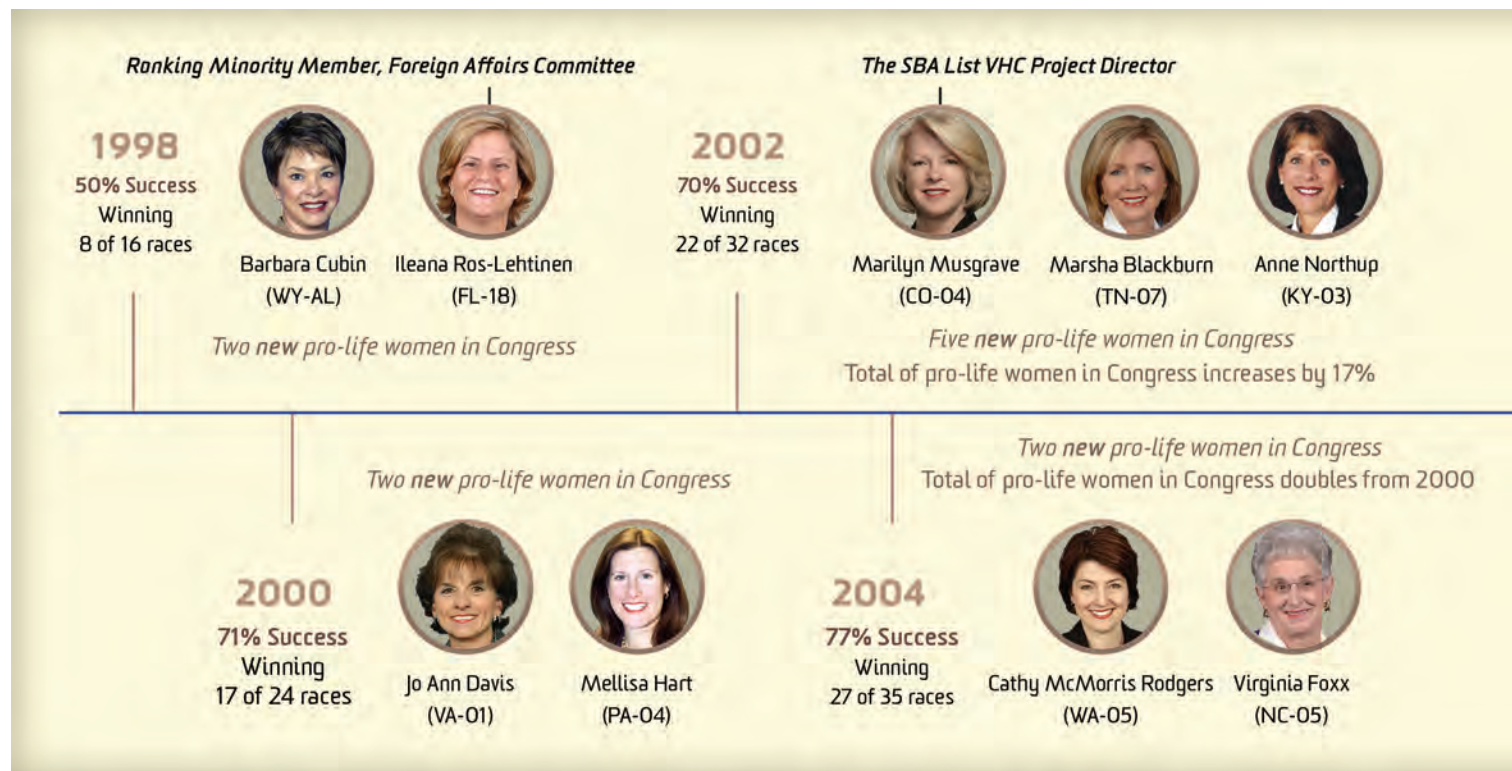
SBA List Strategy	2009 Goal	2009 Result
SBA List Members	153,000	172,248
Activist Letters to Congress	300,000	1.5 million
PSA Outlets	1,100	1,200

SBA List Candidate Fund

Congressional Special	Defeat Dede Scozzafava	✓
State Races	Recover Pro-Life Virginia	✓

Goals Set and Goals Met 2009

The value of our strategies is closely tied to the investments we make in our staff and our programs. From our beginning, the SBA List has been led by our president and board chairman, Marjorie Dannenfelser, and our general chairman, Jane Abraham. During the "Year of the Woman" in 1992, when the pro-abortion EMILY's List PAC rose to power, Marjorie and Jane recognized the uphill battle we faced with only two pro-life women leaders in Congress. They vowed to level the playing



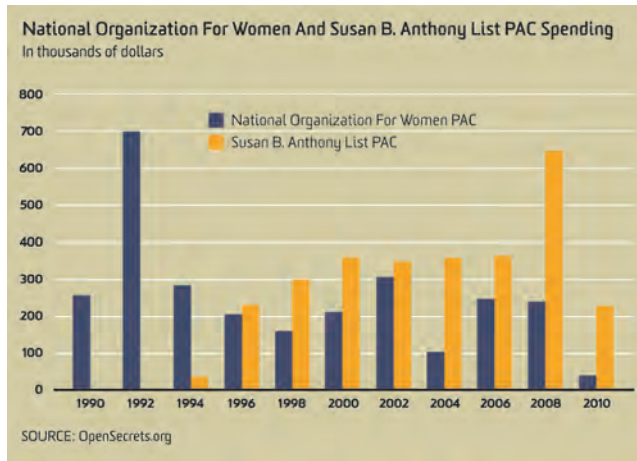
field by creating a full program to encourage and elect more women as pro-life candidates for national office.

While the SBA List strategy has evolved over the years as technologies and techniques have changed, the SBA List has remained committed to developing and using the most effective and cost-efficient approaches available.

With the SBA List’s proven leadership team, and the enormous success on Election Day 2009, we are poised to add to the voices of the next generation of pro-life women in Congress as well as the state capitals.

Two-Decades of Cutting-Edge Strategies

The Susan B. Anthony List pursues its mission by refining strategies and measuring results based on a coherent plan. To end abortion we *represent, mobilize and advance pro-life women* in the public square. These women, in turn, provide compelling



testimony that the central claims of the pro-abortion movement are false. *Abortion is not pro-woman, or even truly pro-choice and often occurs under great personal duress.* Abortion diminishes us as women and as a people. The voices of leadership we are advancing testify to this truth.

2009 was the most difficult in the history of our work, however it was also a time of our most rapid growth. Our experience in past legislative and political campaigns, with the assistance of our active and growing base, will carry us to renewed success in 2010 and 2012.

The pro-abortion movement intended to celebrate victory after victory in this new era, but they have found in us an immovable foe. Terry O’Neill, the president of the National Organization for Women, condemned the pro-life language in one health care bill as “*a cave-in*” that turns the legislation into “*a health insurance bill for half the population.*” We were happy to disappoint her scheme to convert abortion into health care.

2005
100% Success
Winning one special election for Congress and a Lt. Governor race

Jean Schmidt (OH-02)
One new pro-life woman in Congress

2006
55% Success
Winning 21 of 38 races

Mary Fallin (OK-05) | Michele Bachmann (MN-06) | Sarah Palin (AK-Gov)
Two new pro-life women in Congress
62% Success rate against Emily’s List
GOP Vice Presidential Nominee 2008

2008
58% Success
Winning 22 of 38 races

Cynthia Lummis (WY-AL) | Becky Skillman (IN-Lt. Gov.)
One new pro-life woman in Congress

Against great odds, our **FIVE-POINT MISSION**, updated with new technologies and larger audiences, has helped us defend unborn lives and places us in a strategic position to fight for Life:

1. **Elect** pro-life women to Congress through our SBA List Candidate Fund.
2. **Educate** voters on critical pro-life issues and on upcoming legislation.
3. **Train** and equip pro-life activists nationwide to run successful political and grassroots campaigns.
4. **Promote** positive responses in both traditional and new media to dispel the myths and distortions of the abortion lobby.

5. **Advocate** passage of pro-life legislation in Congress, directly with legislators and through mobilizing direct citizen lobbying.

Our organization works in the spirit and tradition of the original suffragettes. Susan B. Anthony herself called abortion “*child murder*.” Alice Paul, author of the original 1923 Equal Rights Amendment, reportedly said the early feminists believed that “Abortion is the ultimate exploitation of women.” Modern feminist Patricia Heaton echoes this theme, saying, “*The early feminists were pro-life. And really, abortion is a huge disservice to women, and it hasn’t been presented that way.*”



Leadership for the Cause: MARJORIE DANNENFELSER

Marjorie Dannenfels has led the Susan B. Anthony List from its founding as the Susan B. Anthony PAC in 1992. For nearly a quarter century she has championed mothers and their unborn children in the nation’s capital.

Marjorie began her Washington service at the Heritage Foundation, and then moved to the U.S. Congress where she served as staff director of the Congressional Pro-Life Caucus. In that role she worked with members of Congress in both parties, women and men, to make the most cogent case for pro-life bills and to secure votes for their passage.

When 1992 arrived as a year of dramatic change, with the election of a pro-abortion president and the arrival of pro-abortion women like Barbara Boxer and Dianne Feinstein in Congress, in what was called the “Year of the Woman,” Marjorie decided to battle back.



Even as she is raising five children of her own, Marjorie is dedicated to protecting the right to life of every child in the nation. She directs the mission of the Susan B. Anthony List, serving as both chief strategist and primary spokeswoman. To date, the SBA List has helped to elect 75 pro-life candidates to the U.S. House of Representatives, seven to the U.S. Senate, and seven to other statewide offices across the country.

Marjorie sees hope for the nation as the Obama Administration forces choices in public policy between Life and death. “Every step President Obama takes to advance the abortion bailout agenda puts our nation one step closer to confronting the tragic reality of abortion in America,” she says. Obama’s overreach gives pro-life human rights advocates in the mold of Susan B. Anthony reason to hope. A turning point for protecting the unborn could well be on the horizon.”



SBA List President Marjorie Dannenfelser