

2019 ACCOMPLISHMENTS

WISCONSIN ABORTION NUMBERS

- The number of Wisconsin lives saved, cumulatively, from abortion since 1987 is over 191,360.
- Abortions in Wisconsin increased in Wisconsin in 2018 by 406 abortions. *(most recent data)*
- Wisconsin's abortion ratio, only 9.0 abortions for every 100 births, is less than half the national average! The national abortion ratio is 18.8 abortions for every 100 live births. *(most recent data)*

CHAPTER & REGION ACTIVITIES

- Sponsored the WRTL State Conference, as well as regional meetings
- Funded newspaper advertisements around the state
- Sponsored two buses to the Chicago March for Life, sent two buses to the March for Life in Washington, D.C.
- Held local *Life Chats* and *Breakfast with Santa* events to increase awareness of WRTL's work and membership in local chapters
- Sponsored premieres and showings of the hit pro-life movie *Unplanned* in local theaters
- Helped support pregnancy resource centers in local communities

EDUCATIONAL ACTIVITIES

- Awarded 20 Emergency Grants (\$12,550 total) to pregnant women in immediate financial crisis so they could choose life for their babies
- Continue to run a year-round digital ad program to reach abortion vulnerable women where they are, on their mobile phones and desktop
- Reached women *at abortion clinics* using geo-fencing technology
- Using advanced technology, are reaching women on a growing number of college campuses with targeted pro-life messages for up to four weeks
- Experiencing success with new technology - the "click-through" rate (the number of women who click on our ads for more information) is 33-36 percent higher than the national average
- Held 12 educational/fundraising events in cities around Wisconsin, including the Education Fund Dinner in downtown Milwaukee which featured pro-life speaker Ben Shapiro
- Published four editions of the Life Voice newsletter, and two editions of the Veritas Insider newsletter

TEEN & COLLEGE OUTREACH

- Educated and trained 51 teens and college students at fall WRTL State Conference and 30 teen leaders at week-long summer Life Camp
- Awarded 16 grants to college students to start or continue Life on Campus groups at their colleges and universities



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WISCONSIN
RIGHTTOLIFE

"...changing hearts and minds to favor life."

2019 ACCOMPLISHMENTS



ELECTION & VOTER EDUCATION

- WRTL-endorsed candidate won open seat on Wisconsin Supreme Court
- Sent over 12,620 get-out-the-vote text messages to Wisconsinites
- Made 74,116 get-out-the-vote phone calls

LEGISLATION

- Championed passage of four life-affirming bills in the Assembly and Senate
- Organized the Pro-Women + Pro-Babies = Pro-Life Rally, where hundreds of pro-lifers came to support legislative measures to protect life
- Hosted abortion survivors Melissa Ohden and Claire Culwell to share their stories with legislators and constituents
- Testified on behalf of key legislative initiatives, partnering with pro-life advocates Jill Stanek and Kurt Kondrich
- Issued 28 co-sponsorship memos and press releases

LEGAL ACTIVITIES

- Met with Attorney General Josh Kaul and leading right-to-life lawyer Jim Bopp regarding Planned Parenthood's active lawsuit
- Provided recommendations to legislators for right-to-life legal experts
- Worked with Senate and Assembly leadership to seek intervention in Planned Parenthood lawsuit

SOCIAL NETWORKING, WEBSITES, & EMAILS

- Posted compelling and educational updates for our followers on social media, including 12,476 Facebook friends, 4,051 Twitter followers, and 1,300 Instagram followers
- Attracted over 235,000 visitors to the new Wisconsin Right to Life website, WisconsinRightToLife.org
- Attracted tens of thousands of teens to the right-to-life website at TeenBreaks.com
- Helped 27,041 Wisconsin women find a pregnancy resource center close to them through 123GiveLife.com
- Published numerous blog posts at WisconsinRightToLife.org/blog
- E-mailed tens of thousands of *Life Voice Online* e-newsletters each week
- E-mailed over five million informational pieces
- Saw over 620,000 people take action based on our Veritas Society Google Ads

OPERATIONS

- Conducted an audit of all finances and produced monthly financial statements and analyses for all entities of WRTL
- Responded to thousands of information requests by mail, email, and phone
- Upgraded to a new donor database