

WISCONSIN
RIGHT TO LIFE

2014



ACCOMPLISHMENTS

LEADING VOICE FOR THE VOICELESS - BUILDING A CULTURE OF LIFE



WISCONSIN ABORTION DECREASE

- The number of Wisconsin lives saved, cumulatively, from abortion since 1987 is 138,058
- There were 465 fewer abortions in 2013 than 2012
- Wisconsin abortions have decreased 70% since 1987 when the State began required abortion reporting
- Wisconsin abortions and abortion ratios have decreased far more significantly than in our neighboring states



TEEN & COLLEGE OUTREACH

- Educated and trained 106 teens at state-wide conference and 102 teen leaders at summer leadership camps
- Awarded eleven grants to college students to start or continue right-to-life groups on campus
- Sponsored student at National Right to Life Academy in Washington, D.C.



EDUCATIONAL ACTIVITIES

- Achieved 60 million television and Internet ad viewings through the Veritas Society media campaign
- Advertised a toll-free helpline number & text word for pregnant women in television ads
- Produced and aired new television ad featuring former Planned Parenthood clinic director, Abby Johnson
- Held 14 educational / fundraising events in cities around the state
- Published four issues of the *Life Voice* newsletter and two issues of the *Veritas Society Insider*
- Awarded several emergency grants to pregnant women



ELECTION ACTIVITIES

- Participated in election activities to increase voter education about right-to-life candidates
- Achieved over 43 million voter contacts using television and radio ads, bus shelter signs, information pieces, newspaper ads, phone calls, email, text messages, and social media advertising

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LEGAL

A May 14, 2014 decision by the Seventh Circuit Court of Appeals reversed a District Court decision on the challenge brought by Wisconsin Right to Life to certain Wisconsin Government Accountability Board rules and segments of the Wisconsin statutes. This decision allowed Wisconsin Right to Life and similar organizations to freely dispense information in a responsible manner regarding the positions of candidates and legislators on issues at election time.



LEGISLATIVE

- Continued to fight in court Planned Parenthood's challenge to the admitting privileges requirement in Sonya's Law to protect the health and safety of mothers at abortion facilities
- Supported national efforts to protect pain-capable unborn babies from abortion
- Sent over 181,000 E-Voice and Action Alert messages for grassroots action on pending federal and state legislation, participated in over 200 media interviews, and provided news releases
- Provided leadership and funding for strategies in states in danger of legalizing assisted suicide



CHAPTER & REGION ACTIVITIES

- Sponsored a state conference, 12 region meetings and six training sessions to educate and motivate local chapter leaders
- Reached thousands in local communities with educational materials including use of billboards
- Sponsored 200 events in local communities including rose sales, bowl-a-thons, and newspaper ads
- Published monthly Chapter newsletters



SOCIAL NETWORKING

- Posted daily updates to educate 8,950 Facebook friends and 3,284 Twitter followers
- "Live-Tweeted" most events



WEBSITES / EMAILS

- Attracted nearly 50,000 teens to the right-to-life website at teenbreaks.com, 212,153 unique visitors to the Wisconsin Right to Life website, 7,087 unique visitors to www.123givelife.com, a resource listing Wisconsin Pregnancy Help Centers, and 13,390 unique visitors to www.nightingalealliance.org, a resource against doctor-prescribed suicide and euthanasia
- Posted current news on a daily basis to www.nightingalealliance.org and sent monthly e-letters
- Published over 100 blog posts
- Emailed 25,000 *WRTL News You Can Use* newsletters weekly; emailed over 5.4 million informational pieces



OPERATIONS

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

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