

WISCONSIN
RIGHT TO LIFE

2015 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 148,733
- There were 662 fewer abortions in 2014 than in 2013 – that’s a 10% decrease in one year
- Wisconsin’s abortion ratio (only nine abortions for every 100 live births) is less than half the national average! The national abortion ratio is 21 abortions for every 100 live births



TEEN & COLLEGE OUTREACH

- Educated and trained 110 teens and college students at statewide conference and 96 teen leaders at summer leadership camps
- Awarded 13 grants to college students to start or continue Life on Campus groups at their colleges and universities
- Sponsored a student at the National Right to Life Academy in Washington, D.C.



EDUCATIONAL ACTIVITIES

- Awarded several Emergency Grants to pregnant women in immediate financial crisis so they could choose life for their babies
- Began airing ads on digital media as well as television, increasing the number of views for less money
- Advertised a toll-free helpline number & text word for pregnant women in television ads
- Held 15 educational / fundraising events in cities around the state with guest speakers including former Planned Parenthood clinic director Abby Johnson, abortion survivor Melissa Ohden, and more
- Published four issues of the *Life Voice* newsletter



ELECTION ACTIVITIES

- Achieved approximately 60,000 targeted voter contacts for the ten right-to-life endorsed candidates in 2015
- Expanded our endorsement policy for local candidates to develop and build relationships with up-and-coming pro-lifers running for office

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LEGAL

- A January 30 court order from Milwaukee Senior District Judge Charles Clevert issued a final declaratory judgment which applied Free Speech principles to Wisconsin campaign finance law so that, regardless of political persuasion, all can participate in public debate and provide information at election time
- On July 16, two court cases Wisconsin Right to Life won (*FEC v. Wisconsin Right to Life* and *Wisconsin Right to Life v. Barland*) were heavily relied upon in the Wisconsin Supreme Court's ruling to close the speech-stifling John Doe investigation



LEGISLATIVE

- Acted as the lead organization for a new law, the Pain-Capable Unborn Child Protection Act, which protects unborn children from abortion at the point in which they can feel pain, 20-weeks post-fertilization and beyond
- Sent over 400,000 E-Voice Action Alerts and targeted over 100,000 Wisconsin proliferators on social media to contact their legislators on key legislative initiatives
- Achieved over 200 media interviews and held two key legislative press conferences, along with sending regular new releases
- Partnered with the Wisconsin Coalition Against Assisted Suicide and the Heal Without Harm Coalition
- Provided leadership and funding for strategies in states in danger of legalizing assisted suicide



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



SOCIAL NETWORKING

- Posted daily updates to educate 9,609 Facebook friends and 3,706 Twitter followers
- "Live-Tweeted" most events, including the 2015 Education Fund Dinner & Auction with Michelle Malkin



WEBSITES / EMAILS

- Attracted thousands of teens to the right-to-life website at www.teenbreaks.com, nearly 143,000 unique visitors to the Wisconsin Right to Life website, and 7,500 unique visitors to www.123givelife.com, a resource listing Wisconsin Pregnancy Help Centers
- Published over 100 blog posts
- Emailed 25,000 WRTL *News You Can Use* newsletters weekly; emailed over 5.4 million informational pieces



CHAPTER & REGION ACTIVITIES

- Sponsored a state conference, twelve region meetings, and six training sessions to educate and motivate local chapter leaders
- Reached thousands in local communities with educational materials
- Sponsored 200 events in local communities including rose sales, bowl-a-thons, and newspaper ads

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