

Students for Life Action Battle Plan - 2024



From the Desk of Kristan Hawkins, President, Students for Life Action

The Threat to Life in 2024

“This is the most important election of our lifetime” may seem almost a cliché. But it could not be truer for the up to 170,000 preborn babies per year who have been and will be saved from abortion by pro-life laws after the reversal of *Roe*.

If you and I don’t stop the Abortion Lobby from handpicking their lawmakers in this year’s elections, they will ensure death comes again for these vulnerable children in 2025. Fortunately, *Students for Life Action* has stopped these enemies of Life in their tracks before and are prepared to do it again now.

Our Proven Success in 2022 & 2023

In 2022, Students for Life Action mobilized more than 550 student volunteers to knock on 230,000+ doors, sent over 1 million personal text messages, and amplified the impact of direct mail and targeted online advertising in 110 federal and state races. Building off our 2022 primary and general state election successes, we headed into the 2023 state legislative sessions with stronger pro-life majorities in state capitols than the year prior, *a widely unreported media story*.

State Case Study - WYOMING

- During the 2022 primary and general elections, SFLAction helped remove & replace 6 candidates who previously voted against our *Chemical Abortion Prevention Act*.
- Following these electoral wins, we mobilized on-ground in 2023. Our team and student lobbyists were able to successfully pressure the new state legislature to pass the **first-in-the-nation** *Chemical Abortion Prevention Act*.



Federal Case Study – NORTH CAROLINA

- In Fall 2022, our innovative **#VoteProLifeFirst** Digital Campaign to young voters aged 18-35 generated 42,000 pledges to secure Ted Budd’s U.S. Senate win in a tight race.
 - Our first demographic was “mushy middle” swing voters. We reached 43% of this audience, confirming 26% pledged to vote pro-life.
 - Our second targeted youth demographic were those who only had a 33-50% chance of voting ...but, if they did, would vote pro-life 80% of the time.
 - By sending this group a series of 8-10 strategic ads and following up through personal outreach, we turned this group out at a whopping 75% rate!



- This campaign also led to pro-lifers picking up the seats needed in the state Senate and House to override the pro-abortion Governor's veto and pass a *12-Week Abortion Prevention Act*.

Our Methods for Engagement in 2024

Tried & True Turnout Techniques

- **Door-to-Door Canvassing:** Our students will personally knock on hundreds of thousands of doors. Our campaign will even collaborate with homeschool groups and church communities to reach new audiences and expand our reach.
- **Vote Pro-Life First Digital Campaign:** We will continue our two-cycle, tested strategy to convert and turn out 18–35-year-old voters as pro-life voters.
- **Early Voter & Voter Registration Events:** We'll target ideal voter bases like mega-churches, church conferences, and Christian college campuses to beat the Left to the punch on early voting.
- **Ballot Chasing:** Using daily voter data from boards of election, we will reach out to targeted voters who've been mailed blank ballots and rigorously follow up with them until we know they've voted by turning their ballots back in.
- **Campus Outreach:** Our student leaders will host campus voter rallies and educational displays, recruit volunteers, and organize door-to-door canvassing deployments.
- **Direct Outreach:** Time-tested methods like peer-to-peer text messaging and phone calls will be used to supplement grassroots voter outreach as they are the capstone of any complete GOTV effort.

Innovative New Techniques

- **Social Media Influencer Campaign:** We will leverage organic content from our student group members to outperform mainstream news outlets & persuade "mushy" voters. *In August 2023, our students were so effective in engaging in the Ohio Issue 1 referendum that Students for Life was the #1 most "heard" voice on social media on the issue...even beating the New York Times!*
- **Relational Texting & Calling:** We will employ an app for supporters & volunteers to personally reach out to their contacts, amplifying the campaign's message.

Our 2024 Battleplan in Key States

All 3 major organizations of the ***Pro-Life Generation*** are joining forces in 2024 to mobilize our student activists and defend America from a pro-abortion takeover.

1. Students for Life of America

You and I know the battle for young people's hearts rages strongest on college campuses. And 2020 proved this as voters under age 30 voted for Joe Biden by a 28-point margin. Young people are the only age group voting by significant margins for pro-abortion candidates...and they are our future!

That is why *Students for Life of America* has launched an aggressive 5 Year Plan to ensure we have an on-campus or digital group on every four-year college across the United States within the next 5 years. In 2024, we're starting in swing "purple" states, as political engagement at a young age steels a student's identity as being pro-life FOR life.

2. Campaign for Abortion Free Cities

In March 2021, the Pro-Life Generation launched the *Campaign for Abortion Free Cities* to leverage our 200,000 "alumni" – graduated former student group members. Since then, our community volunteers have joined forces with local leaders to build church partnerships, reach neighbors about pregnancy support services in their city through door-to-door conversations, and even lobby city council members to block and shut down *Planned Parenthood*s.

The abortion lobby has put referendums on the ballot in several key states this year aiming to enshrine abortion in the state's constitution. With your support, we will launch a new phase of the Campaign to mobilize pro-lifers to fight these in 9 states. Our team created "**Abortion on the Ballot**" **Activism Kits** to engage our alumni and pre-existing networks of grassroots volunteers to defeat these pro-abortion amendments.

3. Students for Life Action

Our top 6 states have razor-tight elections at all levels. From the Presidency to the U.S. Senate, to the U.S. House, to state legislatures.

Besides efforts to swing these election margins, the Abortion Lobby is striving to pass the above-mentioned ballot measures in several states. This strategy is designed to turn out pro-abortion voters who will also vote for pro-abortion candidates.

If we can win back just a fraction of young voters from the abortion lobby, several of the most important states in the nation will not send their electoral votes to Joe Biden, but to a pro-life President.

To cover that spread, we will employ a combination of proven grassroots mobilization techniques, tested messaging, and new tools to identify, chase, and bank new youth voters committed to voting Pro-Life First.

Section 1:

Top 6 Presidential Swing States

ARIZONA



Why Does it Matter?

Victory in Arizona is crucial to electing a pro-life President in 2024, and it is the tightest swing state election in the nation. In the 2020 General Election, the pro-abortion political machine extracted young Arizonans' votes by a wide margin of 22% for Joe Biden. But Biden only ended up taking Arizona by **10,457** votes, *a small fraction of all youth voters.*

That means...if only 5% more Arizona youth voters had voted pro-life in 2020, Arizona would have sent its electoral votes to a pro-life President instead of one who decreed "I will codify *Roe v. Wade* into law".

A pro-life U.S. Senate majority hangs in the balance based on Arizona's swing Senate seat up for election in 2024. The Abortion Lobby is also trying to take down two embattled pro-life votes in the U.S. House of Representatives (Rep. David Schweikert in AZ-1 and freshman Rep. Juan Ciscomani in AZ-6).

Pro-lifers are clinging to just a two-seat majority in the state senate and a three-seat majority in the state house. That is all there is to stop pro-aborts from sending legislation to pro-abortion Governor Katie Hobb's desk to reverse Arizona's law prohibiting abortion.

Pro-abortion forces are deploying to get a constitutional amendment on the ballot to enshrine abortion-on-demand through all 9 months of pregnancy. This is a get-out-the-vote effort!

Our Current Battleplan

With current and committed funding, below is our battleplan for the Grand Canyon State.

Students for Life of America

With your support, our 2024 Arizona campus leaders will:

- **Host 18 National Spring & Fall Campus Tour Stops** with our billboard truck display and host an additional 4 *Abortion on the Ballot* Tabletop displays. Together, these will garner at least 1,000 #VoteProLifeFirst pledges from student voters.
- **Recruit at least 6 *Students for Life* groups** to volunteer with state political organizations.

- **Hire 2 Campus Coordinators** to each host 3 tabling & voter registration displays, conduct dorm storms & flyering events, and recruit other students for community GOTV efforts like doorknocking and personal text messaging!
- **Train 30 Social Media Coordinators** to gather 200 online #VotePro-LifeFirst pledges each (for 6,000 total) with their posts, stories, and online outreach.
- **Host 10 *Decline to Sign* Displays** on campuses this spring to combat the AZ pro-abortion ballot amendment.

Campaign for Abortion Free Cities

In Arizona, we intend to:

- **Reach 10,000 Neighbors through door-to-door conversations.**
- **Activate 1,500 volunteers** as they download or order our “AZ Abortion is on the Ballot” kits to reach 30 neighbors each themselves via door-to-door or church educational efforts to oppose the ballot question.
- **Engage in 2,000 Conversations** (*in-person*).
- **Engage in 62,500 Conversations** (*online*).
- **Change 12,200 Minds** (*online*).
- **Build 20 Church Partnerships.**
- **Co-Host 30 Collaborative Church Events.**
- **Develop 20 Local Leader Relationships.**

Students for Life Action

We will employ a combination of proven grassroots mobilization techniques, tested messaging, and new tools to identify, chase, and bank **10,980 new youth voters** committed to voting Pro-Life First in Arizona. (*This is more voters than what Joe Biden won Arizona in 2020!*)

To turn out pro-life votes in Arizona, our student leaders will:

- **Visit 20,000 Arizona voters during 4 door-knocking deployment weekends** (primary election and general election efforts combined) and share advocacy materials that oppose the ballot question and offer correct candidate-specific information.
- **Run 10 dorm-knocking events** at our top two Christian colleges – Arizona Christian and Grand Canyon University – to reach **11,000** students.
- **Plan 28 voter registration events** with our Arizona Students for Life groups.
- **Co-Host 4 engagement events at Arizona churches.**
- **Host a political leadership workshop**, training 25 students on the blocking and tackling of winning elections and referendums.
- **Chase the ballots of 50,000 young, registered voters** who are pro-life but are predicted to have a low likelihood of voting. We will use our proven online “Vote Pro-Life First” campaign to garner pledges we can follow up on via email, voicemail calls, text, digital ads, and in-person visits.

The Need

To give our students' election work the strongest chance at success, **we need additional revenue of \$260,247.72 above what is in our current budget.** The needed funds and potential outcomes are presented below.

Arizona Expanded Program	Quantity	C4 Cost	C3 Cost	Total Cost
Train & Deploy 300 more students via SFLAction Political Leadership Workshops	10 Trainings	\$17,520.00	N/A	\$17,520.00
Expanded Doorknocking	47,515 Doors	\$71,272.50	\$71,272.50	\$142,545.00
Expanded Text Message Program	571,243 Voters	\$14,281.07	N/A	\$14,281.07
Expanded Social Media Coordinators Program	20 Coordinators	N/A	\$10,000.00	\$10,000.00
Expanded #VoteProLifeFirst Digital Campaign	46,001 Pledges	\$75,901.65	N/A	\$75,901.65
TOTAL BUDGET		\$178,975.22	\$81,272.50	\$260,247.72

GEORGIA



Why Does it Matter?

Victory in Georgia is crucial to electing a pro-life President in 2024 as it is one of the top tightest swing states in the nation and a population giant with 16 electoral votes. In the 2020 General Election, the pro-abortion political machine extracted young Georgians' votes by a wide margin of 19% for Joe Biden.

But Biden only ended up taking Georgia by **11,779** votes, *a small fraction of all youth voters.*

That means...if only 2.3% more Georgia youth voters had voted pro-life in 2020, Georgia would have sent its electoral votes to a pro-life President instead of one who decreed "I will codify *Roe v. Wade* into law". Your Students for Life Action must do everything we can to achieve this.

Our Current Battleplan

With current and committed funding, below is our battleplan for the Peach State.

Students for Life of America

With your support, our 2024 Georgia campus leaders will:

- **Host 10 National Spring & Fall Campus Tour Stops** to garner #VoteProlifeFirst pledges from student voters.
- **Recruit** at least **4 Students for Life groups** to volunteer with state political organizations.
- **Hire 2 Campus Coordinators** to each host 3 tabling & voter registration displays, conduct dorm storms & flyering events, and recruit other students for community GOTV efforts like doorknocking and personal text messaging!
- **Recruit 20 social media coordinators** to combat misinformation and share SFLAction's pro-life content, urging their friends to sign an online pledge to vote pro-life first, to obtain **250** individual pledges each who will then be chased.

Students for Life Action

As outlined above, Georgia is hosting razor-tight elections this year. Again, ***if we can win back just 2.3% of young Georgia voters from the abortion lobby, Georgia will not send its electoral votes to Joe Biden, but to a pro-life President.***

To cover that spread, we will employ a combination of proven grassroots mobilization techniques, tested messaging, and new tools to identify, chase, and bank **12,368 new youth voters** committed to voting Pro-Life First in Georgia. *(This is more voters than what Joe Biden won Georgia in 2020!)*

- **Knock on 15,000 doors in Georgia via 2 canvassing deployment weekends** (primary election and general election efforts combined).
- **Run 6 dorm-knocking events at Georgia Christian colleges.**
- **Plan voter registration events for each of our 27 Georgia high school groups.**
- **Co-Host 5 engagement events at Georgia churches.**
- **Host a political leadership workshop**, training 25 students on the blocking and tackling of winning elections.
- **Target 30,000 young pro-life low-propensity voters** and online vote pro-life first pledges for follow-up via email, voicemail calls, digital ads, text, and follow-up visits to urge them to bank their votes.

The Need

To give our students' election work the strongest chance at success, **we need additional revenue of \$168,411.10 above what is in our current budget.** The needed funds and potential outcomes are presented below.

Georgia Expanded Program	Quantity	C4 Cost	C3 Cost	Total Cost
Train 300 additional students via Political Leadership Workshops	10	\$17,520.00	N/A	\$17,520.00
Expanded Doorknocking	19,452	\$29,178.00	\$29,178.00	\$58,356.00

Expanded Text Message Program	153,798	\$3,844.95	N/A	\$3,844.95
Expanded Social Media Coordinators Program	20	N/A	\$10,000.00	\$10,000.00
Expanded #VoteProLifeFirst Digital Campaign	47,691	\$78,690.15	N/A	\$78,690.15
TOTAL BUDGET		\$50,542.95	\$39,178.00	\$168,411.10

PENNSYLVANIA



Why Does it Matter?

Victory in Pennsylvania is crucial to electing a pro-life President in 2024. It is one of the tightest swing states in the nation. In the 2020 General Election, the pro-abortion political machine extracted young Pennsylvanians votes by a wide margin of 20% for Joe Biden. But Biden only ended up taking Pennsylvania by a **1.1% margin**, *a small fraction of all youth voters*.

That means...if only 9% more young Pennsylvania voters had voted pro-life in 2020, Pennsylvania would have sent its electoral votes to a pro-life President. Instead of one who decreed “I will codify *Roe v. Wade* into law”.

A pro-life U.S. Senate majority hangs in the balance based partly on Pennsylvania’s Senate seat up for election in 2024.

The balance of power between pro-life and pro-abortion in the U.S. House of Representatives is also up for grabs with several swing seats in play in PA (D-Chris Deluzio PA-17, D-Susan Wild PA-7, D-Matt Cartwright PA-8, pro-life vote R-Scott Perry PA-10).

Large numbers of bad Republicans in the state legislature conspired with Democrats to fund the *University of Pittsburgh’s* gruesome experiments on aborted babies’ bodies in 2022 – and this was after the Democrat Governor showed his true colors and defunded state crisis pregnancy centers! We must hold these bad Republicans accountable in the state primaries this spring.

Our Current Battleplan

All 3 major organizations of the *Pro-Life Generation* are joining forces in 2024 to mobilize our army of student activists & defend Pennsylvania and the nation from pro-abortion takeover. With current and committed funding, below is our battleplan for the Keystone State.

Students for Life of America

With your support, our 2024 Pennsylvania campus leaders will:

- **Host 16 National Spring & Fall Campus Tour Stops** and host an additional 4 *Abortion on the Ballot* Tabletop displays. Together, these can garner at least 1,000 #VoteProlifeFirst pledges from student voters.
- **Recruit at least 6 *Students for Life* groups** to volunteer with state political organizations.
- **Recruit 12 Campus Coordinators** to each host tabling & voter registration displays, conduct dorm storms & flyering events, and recruit other students for community GOTV efforts like doorknocking and personal text messaging!
- **Train 30 Social Media Coordinators** to gather 200 online #VotePro-LifeFirst pledges each (for 6,000 total) with their posts, stories, and online outreach.

Campaign for Abortion Free Cities

In Pennsylvania, our primary target city to run our campaign is Allentown, located in the swing 7th Federal House District.

A Campaign for Abortion Free Cities effort there could:

- Reach neighbors through door-to-door and online conversations.
- Build church partnerships.
- Host collaborative church events.
- Develop local leader relationships.
- Ultimately change minds on abortion.
- **It would cost about \$13,700** to run our campaign in a city like Allentown.

Our local activities to combat abortion serve double duty to increase voter turnout for pro-life candidates. We could run our Campaign in more cities if more funding can be procured.

Students for Life Action

Pennsylvania features tight election margins at all levels in 2024. In 2020, the pro-abortion political machine gave Joe Biden Pennsylvania by just **80,355** total votes (1.1%).

Again, if we can win back just 9% of young Pennsylvania voters from the abortion lobby, the state will not send its electoral votes to Joe Biden, but to a pro-life President.

To do our part to cover that spread, we will employ a combination of proven grassroots mobilization techniques, tested messaging, and new tools to attempt to reach out to **84,373 new youth voters** to encourage them to commit to voting Pro-Life First in Pennsylvania.

To turn out pro-life votes in Pennsylvania our student leaders will:

- **Visit 10,000 Pennsylvania voters during 2 door-knocking deployment weekends** (primary election and general election efforts combined) and share advocacy materials that oppose the ballot question and offer correct candidate-specific information.
- **Run 12 dorm-knocking events at 8 targeted Pennsylvania Christian colleges, to reach an estimated 16,000 students with a higher likelihood to be conservative.**
- **Plan 11 voter registration events** with our Pennsylvania Students for Life groups.

- **Host 8 engagement events at Pennsylvania churches.**
- **Host a political leadership workshop**, training 25 students on the blocking and tackling of winning elections.
- **Chase the ballots of 20,000 young, registered voters** who are pro-life but are predicted to have a low likelihood of voting. We will use our proven online “Vote Pro-Life First” campaign to garner pledges we can follow up on via email, voicemail calls, text, digital ads, and in-person visits.

The stakes could not be higher in the nation’s top swing state of Pennsylvania. While our Pro-Life Generation is confident in our tested methodologies and trained student army, you may notice the total voters reached above only add up to 65,000. **Not quite enough to cover the spread. This is why we need additional funding to reach 85,000 voter contacts in PA.**

The Need

To give our students’ election work the strongest chance at success, **we need additional revenue of \$262,384.18 above what is in our current budget.** The needed funds and potential outcomes are presented below.

PA Expanded Program	Quantity	C4 Cost	C3 Cost	Total Cost
Train 300 additional students via Political Leadership Workshops	10	\$17,520.00	N/A	\$17,520.00
Expanded Doorknocking	26,237	\$39,355.00	\$39,355.00	\$78,710.00
Expanded Text Message Program	421,865	\$10,546.63	N/A	\$10,546.63
Expanded Social Media Coordinators Program	20	N/A	\$10,000.00	\$10,000.00
Expanded #VoteProLifeFirst Digital Campaign	88,247	\$145,607.55	N/A	\$145,607.55
TOTAL BUDGET		\$213,029.18	\$49,355.00	\$262,384.18

NEVADA



Why Does it Matter?

Victory in Nevada is crucial to electing a pro-life President in 2024, as it is one of the tightest swing state elections in the nation. In the 2020 General Election, the pro-abortion political machine extracted young Nevadan’s votes by a wide margin for Joe Biden. But Biden only ended up taking Arizona by **33,596** votes, *a small fraction of all youth voters.*

A pro-life U.S. Senate majority hangs in the balance based on Nevada's swing Senate seat up for election in 2024. Pro-Abortion incumbent Jackie Rosen squeaked out a win in her last election but is vulnerable. Pro-abortion Rep. Susan Lee in NV-3 is also on the hot seat and offers us a chance to help take a pro-life majority in the U.S. House of Representatives.

Pro-abortion forces are deploying to get a constitutional amendment on the ballot to enshrine abortion-on-demand through all 9 months of pregnancy. This is a get-out-the-vote effort!

Our Current Battleplan

With current and committed funding, below is our battleplan for the Silver State.

Students for Life of America

With your support, our 2024 Nevada campus leaders will:

- **Host 6 National Spring & Fall Campus Tour Stops** and host an additional **4 Abortion on the Ballot** Tabletop displays.
- **Recruit 20 students to be our volunteer leaders.**
- **Hire 2 Campus Coordinators** to each host tabling & voter registration displays, conduct flyering events, and recruit other students for community GOTV efforts like doorknocking and personal text messaging!
- **Train 12 Social Media Coordinators** to gather 200 online #VotePro-LifeFirst pledges each (for 2,400 total) with their posts, stories, and online outreach.
- **Host 4 Decline to Sign Displays** on campuses this spring to combat the NV pro-abortion ballot amendment.

Campaign for Abortion Free Cities

- **Reach 4,000 Neighbors** through door-to-door conversations in **4** distinct campaigns.
- **Activate 120 volunteers** as they download or order our "NV Abortion is on the Ballot" kits to reach 30 neighbors each themselves via door-to-door or church educational efforts to oppose the ballot question.
- **Engage in 400 Conversations in person.**
- **Engage in thousands of conversations online.**
- **Build 12 Church Partnerships.**
- **Co-Host 8 Collaborative Church Events.**

Students for Life Action

We will employ a combination of proven grassroots mobilization techniques, tested messaging, and new tools to identify, chase, and bank **35,276 new youth voters** committed to voting Pro-Life First in Nevada. *(This is more voters than what Joe Biden won in Nevada in 2020!)*

- **Visit 10,000 Nevada voters during 2 door-knocking deployment weekends** (primary election and general election efforts combined) and share advocacy materials that oppose the ballot question and offer correct candidate-specific information.

- **Co-Host 10 engagement events at Nevada churches.**
- **Host a political leadership workshop**, training 25 students on the blocking and tackling of winning elections and referendums.
- **Chase the ballots of 80,000 young, registered voters** who are pro-life but are predicted to have a low likelihood of voting. We will use our proven online “Vote Pro-Life First” campaign to garner pledges we can follow up on via email, voicemail calls, text, digital ads, and in-person visits.

The Need

To give our students’ election work the strongest chance at success, **we need additional revenue of \$79,539.48 above what is in our current budget.** The needed funds and potential outcomes are presented below.

Nevada Expanded Program	Quantity	C4 Cost	C3 Cost	Total Cost
Train 150 additional students via Political Leadership Workshops	5	\$8,760.00	N/A	\$8,760.00
Expanded Doorknocking	10,046	\$15,069.00	\$15,069.00	\$30,138.00
Expanded Text Message Program	67,259	\$1,681.48	N/A	\$1,681.48
Expanded Social Media Coordinators Program	5	N/A	\$2,500.00	\$2,500.00
Expanded Tour & billboard truck stops	3	N/A	\$4,140.00	\$4,140.00
Expanded #VoteProLifeFirst Digital Campaign	19,582	\$32,310.30	N/A	\$32,310.00
Total Budget		\$57,820.78	\$21,709.00	\$79,539.48

MICHIGAN



Why Does it Matter?

Victory in Michigan is crucial to electing a pro-life President in 2024, as it is one of the tightest swing states in the nation. In the 2020 General Election, the pro-abortion political machine extracted young Michiganders’ votes by a wide margin for Joe Biden. But Biden only ended up taking Michigan by **154,188** votes, *a fraction of all youth voters.*

A pro-life U.S. Senate majority hangs in the balance based on Michigan’s Senate seat up for election in 2024. Long-term pro-abortion Democrat Pro-Abortion incumbent Debbie Stabenow is retiring, and the seat is now up for grabs.

Pro-life vote Freshman Rep. John James in MI-10 is under attack by the Abortion Lobby in a tight race and toss up U.S House seat MI-7 is also now empty, vacated by pro-abortion Democrats Elissa Slotkin who is running for the Senate seat.

Our Current Battleplan

With current and committed funding, below is our battleplan for the Great Lakes State.

Students for Life of America

With your support, our 2024 Michigan campus leaders will:

- **Host 16 National Spring & Fall Campus Tour Stops** and host an additional **3 *Abortion on the Ballot*** Tabletop displays.
- **Recruit 40 students to be our volunteer leaders.**
- **Hire a Campus Coordinator** to each host tabling & voter registration displays, conduct dorm-knocking and flyering events, and recruit other students for community GOTV efforts like doorknocking and personal text messaging!
- **Train 15 Social Media Coordinators** to gather 200 online #VotePro-LifeFirst pledges each (for 3,000 total) with their posts, stories, and online outreach.
- **Reach 23,000 Michigan college students through 10 “dorm-knocking” deployments** to turn out their votes.

Students for Life Action

We will employ a combination of proven grassroots mobilization techniques, tested messaging, and new tools to identify, chase, and bank **11,239 new youth voters** committed to voting Pro-Life First in Michigan.

- **Visit 15,000 Michigan voters during 2 door-knocking deployment weekends** (primary election and general election efforts combined) and share advocacy materials that oppose the ballot question and offer correct candidate-specific information.
- **Co-Host 5 engagement events at Michigan churches.**
- **Host a political leadership workshop**, training 25 students on the blocking and tackling of winning elections.
- **Chase the ballots of 100,000 young, registered voters** who are pro-life but are predicted to have a low likelihood of voting. We will use our proven online “Vote Pro-Life First” campaign to garner pledges we can follow up on via email, voicemail calls, text, digital ads, and in-person visits.

The Need

To give our students’ election work the strongest chance at success, **we need additional revenue of \$109,541.90 above what is in our current budget.** The needed funds and potential outcomes are presented below.

Michigan Expanded Program	Quantity	C4 Cost	C3 Cost	Total Cost
Train 150 additional students via Political Leadership Workshops	5	\$8,760.00	N/A	\$8,760.00
Expanded Doorknocking	12,750	\$19,125.00	\$19,125.00	\$38,250.00
Expanded Text Message Program	204,766	\$5,119.15	N/A	\$5,119.15
Expanded Social Media Coordinators Program	20		\$10,000.00	\$10,000.00
Expanded #VoteProLifeFirst Digital Campaign	28,735	\$47,412.75	N/A	\$47,412.75
Total Budget		\$80,416.90	\$29,125.00	\$109,541.90

Wisconsin



Why Does it Matter?

Victory in Wisconsin is crucial to electing a pro-life President in 2024, as it is one of the tightest swing states in the nation. In the 2020 General Election, the pro-abortion political machine extracted young Wisconsinite votes by a wide margin for Joe Biden. But Biden only ended up taking Wisconsin by **20,682** votes, *a fraction of all youth voters*.

A pro-life U.S. Senate majority hangs in the balance based on Wisconsin's Senate seat up for election in 2024. Two-term, pro-abortion Democrat incumbent Tammy Baldwin is running for reelection. GOP incumbent Senator Ron Johnson only won his last race by 26,718 votes just two years ago.

Our Current Battleplan

With current and committed funding, below is our battleplan for the Badger State.

Students for Life of America

With your support, our 2024 Wisconsin campus leaders will:

- **Host 8 National Spring & Fall Campus Tour Stops.**
- **Recruit 160 students to be our boots on the ground.**
- **Hire 2 Campus Coordinators** to each host tabling & voter registration displays, conduct dorm-knocking and flyering events, and recruit other students for community GOTV efforts like doorknocking and personal text messaging!
- **Train 15 Social Media Coordinators** to gather 200 online #VotePro-LifeFirst pledges each (for 3,000 total) with their posts, stories, and online outreach.
- **Reach 20,000 Wisconsin college students through 15 “dorm-knocking” deployments** to turn out their votes.

Students for Life Action

We will employ a combination of proven grassroots mobilization techniques, tested messaging, and new tools to identify, chase, and bank **21,716 new youth voters** committed to voting Pro-Life First in Wisconsin. *(This is more voters than what Joe Biden won in Wisconsin in 2020!)*

- **Visit 20,000 Wisconsin voters during 3 door-knocking deployment weekends** (primary election and general election efforts combined) and share advocacy materials that offer correct candidate-specific information.
- **Co-Host 6 engagement events at Wisconsin churches.**
- **Host a political leadership workshop**, training 25 students on the blocking and tackling of winning elections.
- **Chase the ballots of 75,000 young, registered voters** who are pro-life but are predicted to have a low likelihood of voting. We will use our proven online “Vote Pro-Life First” campaign to garner pledges we can follow up on via email, voicemail calls, text, digital ads, and in-person visits.

The Need

To give our students’ election work the strongest chance at success, **we need additional revenue of \$172,369 above what is in our current budget.** The needed funds and potential outcomes are presented below.

Wisconsin Expanded Program	Quantity	C4 Cost	C3 Cost	Total Cost
Train 300 additional students via Political Leadership Workshops	10	\$17,520.00	N/A	\$17,520.00
Expanded Doorknocking	15,487	\$23,230.50	\$23,230.50	\$46,461.00
Expanded Text Message Program	217,872	\$5,446.80	N/A	\$5,446.80
Expanded Social Media Coordinators Program	20	N/A	\$10,000.00	\$10,000.00
Expanded #VoteProLifeFirst Digital Campaign	56,328	\$92,941.20	N/A	\$92,941.20
Total Budget		\$139,138.50	\$33,230.50	\$172,369.00

Total Additional Funds Needed for Presidential States
\$1,052,493.38

Section 2:

7 Additional Ballot Referendum States

FLORIDA



Why Does it Matter?

Victory in Florida is crucial to electing a pro-life President in 2024.

Holding Rick Scott's U.S. Senate seat is essential to achieving a pro-life Senate majority.

Pro-abortion forces are deploying to get a constitutional amendment on the ballot to enshrine abortion-on-demand through all 9 months of pregnancy. This is a get-out-the-vote effort!

Our Current Battleplan

With current and committed funding, below is our battleplan for the Sunshine State.

Students for Life of America

With your support, our 2024 Florida campus leaders will:

- **Host 16 National Spring & Fall Campus Tour Stops** and host an additional 8 *Abortion on the Ballot* Tabletop displays. Together, these will garner at least 1,000 #VoteProLifeFirst pledges from student voters.
- **Recruit 28 students to be our volunteer leaders.**
- **Hire 2 Campus Coordinators** to each host tabling & voter registration displays and recruit other students for community GOTV efforts.
- **Train 10 Social Media Coordinators** to gather 200 online #VotePro-LifeFirst pledges each (for 2,000 total) with their posts, stories, and online outreach.
- **Host 8 Decline to Sign Displays** on campuses this spring to combat the pro-abortion ballot amendment.

Campaign for Abortion Free Cities

In Florida, our *Campaign for Abortion Free Cities* efforts will:

- **Reach 6,000 Neighbors** through door-to-door conversations in 6 distinct campaigns.
- **Activate 200 volunteers** as they download or order our "FL Abortion is on the Ballot" kits to reach 30 neighbors each themselves via door-to-door or church educational efforts to oppose the ballot question.

- Engage in 600 Conversations in person.
- Engage in thousands of conversations online.
- Build 30 Church Partnerships.
- Co-Host 12 Collaborative Church Events.

Students for Life Action

- Host a political leadership workshop, training 25 students on the blocking and tackling of winning elections and referendums.

The Need

To give our students' election work the strongest chance at success, **we need additional revenue of \$409,060 above what is in our current budget.** The needed funds and potential outcomes are presented below.

Florida Expanded Program	Quantity	C4 Cost	C3 Cost	Total Cost
Train and deploy 300 more students via SFLAction Political Leadership Workshops	15	\$26,280.00	N/A	\$26,280.00
Expanded Doorknocking	76,824	\$115,236.00	\$115,236.00	\$230,472.00
Expanded Text Message Program	1,437,234	N/A	N/A	\$35,930.85
Expanded Social Media Coordinators Program	30	N/A	\$15,000.00	\$15,000.00
Expanded Tour & billboard truck stops	5	N/A	\$6,900.00	\$6,900.00
Expanded #VoteProLifeFirst Digital Campaign	57,259	\$94,477.35	N/A	\$94,477.35
TOTAL BUDGET		\$235,993.35	\$137,136.00	\$409,060.20

NEBRASKA



Why Does it Matter?

Pro-abortion forces are deploying to get a constitutional amendment on the ballot to enshrine abortion-on-demand through all 9 months of pregnancy. This is a get-out-the-vote effort!

Our Current Battleplan

With current and committed funding, below is our battleplan for the Cornhusker State.

Students for Life of America

With your support, our 2024 Nebraska campus activities will include:

- **Host 8 National Spring & Fall Campus Tour Stops.**
- **Recruit 64 students to be our volunteer leaders.**
- **Hire 2 Campus Coordinators** to each host tabling & voter registration displays, conduct flyering events, and recruit other students for community GOTV efforts like doorknocking and personal text messaging!
- **Train 5 Social Media Coordinators** to gather 200 online #VotePro-LifeFirst pledges each (for 1,000 total) with their posts, stories, and online outreach.

Campaign for Abortion Free Cities

In Nebraska, our *Campaign for Abortion Free Cities* efforts will:

- **Reach 4,000 Neighbors** through door-to-door conversations stemming from 4 campaigns.
- **Activate 80 volunteers** as they download or order our “NE Abortion is on the Ballot” kits to reach 30 neighbors each themselves via door-to-door or church educational efforts to oppose the ballot question.
- **Engage in 400 Conversations** (*in-person*).
- **Engage in thousands of online Conversations.**
- **Build 12 Church Partnerships.**
- **Co-Host 8 Collaborative Church Events.**

Students for Life Action

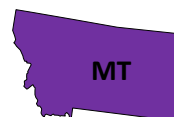
- **Visit 5,000 Arizona voters during 2 door-knocking deployment weekends** (primary election and general election efforts combined) and share advocacy materials that oppose the ballot question and offer correct candidate-specific information.
- **Host a political leadership workshop**, training 25 students on the blocking and tackling of winning elections and referendums.

The Need

To give our students’ election work the strongest chance at success, **we need additional revenue of \$115,734.77 above what is in our current budget.** The needed funds and potential outcomes are presented below.

Nebraska Expanded Program	Quantity	C4 Cost	C3 Cost	Total Cost
Train 150 additional students via Political Leadership Workshops	5	\$8,760.00	N/A	\$8,760.00
Expanded Doorknocking	15,342	\$23,013.00	\$23,013.00	\$46,026.00
Expanded Text Message Program	49,135	\$1,228.37	N/A	\$1,228.37
Expanded Social Media Coordinators Program	5	N/A	\$2,500.00	\$2,500.00
Expanded Tour & billboard truck stops	3	N/A	\$4,140.00	\$4,140.00
Expanded #VoteProLifeFirst Digital Campaign	32,176	\$53,080.40	N/A	\$53,080.40
Total Budget		\$86,081.77	\$29,653.00	\$115,734.77

MONTANA



Why Does it Matter?

Pro-abortion forces are deploying to get a constitutional amendment on the ballot to enshrine abortion-on-demand through all 9 months of pregnancy. This is a get-out-the-vote effort!

Our Current Battleplan

With current and committed funding, below is our battleplan for the Treasure State.

Students for Life of America

With your support, our 2024 Montana campus leaders will:

- **Hire a Campus Coordinator** to each host tabling & voter registration displays, conduct flyering events, and recruit other students for community GOTV efforts like doorknocking and personal text messaging!
- **Train 5 Social Media Coordinators** to gather 200 online #VotePro-LifeFirst pledges each (for 1,000 total) with their posts, stories, and online outreach.

Students for Life Action

- **Co-Host a voter engagement event at a Montana church.**

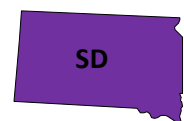
- **Recruit and train a student leader as a volunteer “Captain”** through our one-year fellowship program (26% of our current staff came from one of our fellowships).

The Need

To give our students’ election work the strongest chance at success, **we need additional revenue of \$84,652 above what is in our current budget.** The needed funds and potential outcomes are presented below.

Montana Expanded Program	Quantity	C4 Cost	C3 Cost	Total Cost
Train 100 students via Political Leadership Workshops	3	\$5,256.00	N/A	\$8,760.00
Montana Doorknocking	10,276	\$15,414.00	\$15,414.00	\$30,828.00
Expanded Text Message Program	24,750	\$618.75	N/A	\$618.75
Expanded Social Media Coordinators Program	5	N/A	\$2,500.00	\$2,500.00
Expanded Tour & billboard truck stops	2	N/A	\$2,760.00	\$2,760.00
Expanded #VoteProLifeFirst Digital Campaign	23,749	\$39,185.85	N/A	\$39,185.85
Total Budget		\$60,474.60	\$20,674.00	\$84,652.60

SOUTH DAKOTA



Why Does it Matter?

Pro-abortion forces are deploying to get a constitutional amendment on the ballot to enshrine abortion-on-demand through all 9 months of pregnancy. This is a get-out-the-vote effort!

Our Current Battleplan

With current and committed funding, below is our battleplan for the Mount Rushmore State.

Students for Life of America

With your support, our 2024 South Dakota campus leaders will:

- **Host 6 National Spring & Fall Campus Tour Stops** to garner #VoteProlifeFirst pledges from student voters.
- **Hire a Campus Coordinator** to each host tabling & voter registration displays, conduct flyer events, and recruit other students for community GOTV efforts like doorknocking and personal text messaging!
- **Train 3 Social Media Coordinators** to gather 200 online #VotePro-LifeFirst pledges each (for 600 total) with their posts, stories, and online outreach.

Campaign for Abortion Free Cities

In South Dakota, our *Campaign for Abortion Free Cities* efforts will:

- **Reach 3,000 Neighbors** through door-to-door conversations stemming from 3 campaigns.
- **Activate 60 volunteers** as they download or order our “SD Abortion is on the Ballot” kits to reach 30 neighbors each themselves via door-to-door or church educational efforts to oppose the ballot question.
- **Engage in 300 Conversations** (*in-person*).
- **Engage in thousands of online conversations.**
- **Build 9 Church Partnerships.**
- **Co-Host 6 Collaborative Church Events.**

Students for Life Action

- **Recruit and train a student leader as a volunteer “Captain”** through our one-year fellowship program (26% of our current staff came from one of our fellowships).

The Need

To give our students’ election work the strongest chance at success, **we need additional revenue of \$70,518.35 above what is in our current budget.** The needed funds and potential outcomes are presented below.

S. Dakota Expanded Program	Quantity	C4 Cost	C3 Cost	Total Cost
Train 100 students via Political Leadership Workshops	3	\$5,256.00	N/A	\$8,760.00
South Dakota Doorknocking	2,476	\$3,714.00	\$3,714.00	\$7,428.00
Expanded Text Message Program	18,652	\$466.30	N/A	\$466.30
Expanded Social Media Coordinators Program	5	N/A	\$2,500.00	\$2,500.00
Expanded Tour & billboard truck stops	2	N/A	\$2,760.00	\$2,760.00
Expanded #VoteProLifeFirst Digital Campaign	29,457	\$48,604.05	N/A	\$48,604.05
Total Budget		\$58,040.35	\$8,974.00	\$70,518.35

OKLAHOMA



Why Does it Matter?

Pro-abortion forces are deploying to get a constitutional amendment on the ballot to enshrine abortion-on-demand through all 9 months of pregnancy. This is a get-out-the-vote effort!

Our Current Battleplan

With current and committed funding, below is our battleplan for the Sooner State.

Students for Life of America

With your support, our 2024 Oklahoma campus leaders will:

- **Host 4 National Spring & Fall Campus Tour Stops.**
- **Recruit 64 students to be our volunteer leaders.**
- **Hire 2 Campus Coordinators** to each host tabling & voter registration displays, conduct flyering events, and recruit other students for community GOTV efforts like doorknocking and personal text messaging!
- **Train 4 Social Media Coordinators** to gather 200 online #VotePro-LifeFirst pledges each (for 800 total) with their posts, stories, and online outreach.

Students for Life Action

- **Visit 2,500 Oklahoma voters during a door-knocking deployment weekends** (primary election and general election efforts combined) and share advocacy materials that oppose the ballot question and offer correct candidate-specific information.
- **Co-Host a voter engagement event at an Oklahoma church.**

- **Recruit and train a student leader as a volunteer “Captain”** through our one-year fellowship program (26% of our current staff came from one of our fellowships).
- **Host a political leadership workshop**, training 25 students on the blocking and tackling of winning elections.

The Need

To give our students’ election work the strongest chance at success, **we need additional revenue of \$93,412.90 above what is in our current budget.** The needed funds and potential outcomes are presented below.

Oklahoma Expanded Program	Quantity	C4 Cost	C3 Cost	Total Cost
Train 150 additional students via Political Leadership Workshops	5	\$8,760.00	N/A	\$8,760.00
Expanded Doorknocking	12,088	\$18,132.00	\$18,132.00	\$36,264.00
Expanded Text Message Program	75,858	\$1,896.45	N/A	\$1,896.45
Expanded Social Media Coordinators Program	5	N/A	\$2,500.00	\$2,500.00
Expanded Tour & billboard truck stops	3	N/A	\$4,140.00	\$4,140.00
Expanded #VoteProLifeFirst Digital Campaign	24,153	\$39,852.45	N/A	\$39,852.45
Total Budget		\$68,640.90	\$24,772.00	\$93,412.90

ARKANSAS



Why Does it Matter?

Pro-abortion forces are deploying to get a constitutional amendment on the ballot to enshrine abortion-on-demand through all 9 months of pregnancy. This is a get-out-the-vote effort!

Our Current Battleplan

With current and committed funding, below is our battleplan for the Natural State.

Students for Life of America

With your support, our 2024 Arkansas campus leaders will:

- Host 4 National Spring & Fall Campus Tour Stops and host an additional 4 *Abortion on the Ballot* Tabletop displays to garner #VoteProLifeFirst pledges from student voters.

Campaign for Abortion Free Cities

In Arkansas, our *Campaign for Abortion Free Cities* efforts will:

- **Reach 3,000 Neighbors** through door-to-door conversation via **3** campaigns.
- **Activate 60 volunteers** as they download or order our “AR Abortion is on the Ballot” kits to reach 30 neighbors each themselves via door-to-door or church educational efforts to oppose the ballot question.
- **Engage in 300 Conversations** (*in-person*).
- **Engage in thousands of online conversations.**
- **Build 9 Church Partnerships.**
- **Co-Host 6 Collaborative Church Events.**

Students for Life Action

- Train a Social Media Coordinator to gather 200 online #VotePro-LifeFirst pledges with their posts, stories, and online outreach.

The Need

To give our students’ election work the strongest chance at success, **we need additional revenue of \$89,561.40 above what is in our current budget.** The needed funds and potential outcomes are presented below.

Arkansas Expanded Program	Quantity	C4 Cost	C3 Cost	Total Cost
Train 90 students via Political Leadership Workshops	3	\$5,256.00	N/A	\$5,256.00
Expanded Doorknocking	5,258	\$7,887.00	\$7,887.00	\$15,774.00
Expanded Text Message Program	63,554	\$1,588.85	N/A	\$1,588.85
Expanded Social Media Coordinators Program	5	N/A	\$2,500.00	\$2,500.00
Expanded Tour & billboard truck stops	3	N/A	\$4,140.00	\$4,140.00
Expanded #VoteProLifeFirst Digital Campaign	36,547	\$60,302.55	N/A	\$60,302.55
Total Budget		\$75,034.40	\$14,527.00	\$89,561.40

MISSOURI



Why Does it Matter?

Pro-abortion forces are deploying to get a constitutional amendment on the ballot to enshrine abortion-on-demand through all 9 months of pregnancy. This is a get-out-the-vote effort!

Our Current Battleplan

With current and committed funding, below is our battleplan for the Show-Me State.

Students for Life of America

With your support, our 2024 Missouri campus leaders will:

- **Host 16 National Spring & Fall Campus Tour Stops** to garner #VoteProlifeFirst pledges from student voters.
- **Hire 2 Campus Coordinators** to each host tabling & voter registration displays, conduct flyer events, and recruit other students for community GOTV efforts like doorknocking and personal text messaging!

Campaign for Abortion Free Cities

In Missouri, our *Campaign for Abortion Free Cities* efforts will:

- **Reach 5,000 Neighbors** through door-to-door conversations via 5 campaigns.
- **Activate 100 volunteers** as they download our “MO Abortion is on the Ballot” kits to reach 30 neighbors each themselves via door-to-door or church educational efforts.
- **Engage in 500 Conversations** (*in-person*).
- **Engage in thousands of online conversations.**
- **Build 25 Church Partnerships.**
- **Co-Host 10 Collaborative Church Events.**

Students for Life Action

- **Recruit and train a student leader as a volunteer “Captain”** through our one year fellowship program (26% of our current staff came from one of our fellowships).
- **Train 4 Social Media Coordinators** to gather 200 online #VotePro-LifeFirst pledges each (for 800 total) with their posts, stories, and online outreach.

The Need

To give our students' election work the strongest chance at success, **we need additional revenue of \$159,237.70 above what is in our current budget.** The needed funds and potential outcomes are presented below.

Missouri Expanded Program	Quantity	C4 Cost	C3 Cost	Total Cost
Train 300 additional students via Political Leadership Workshops	10	\$17,520.00	N/A	\$17,520.00
Expanded Doorknocking	20,471	\$30,706.50	\$30,706.50	\$61,413.00
Expanded Text Message Program	150,454	\$3,761.35	N/A	\$3,761.35
Expanded Social Media Coordinators Program	5	N/A	\$2,500.00	\$2,500.00
Expanded Tour & billboard truck stops	5	N/A	\$6,900.00	\$6,900.00
Expanded #VoteProLifeFirst Digital Campaign	40,693	\$67,143.35	N/A	\$67,143.35
Total Budget		\$119,131.20	\$40,106.50	\$159,237.70

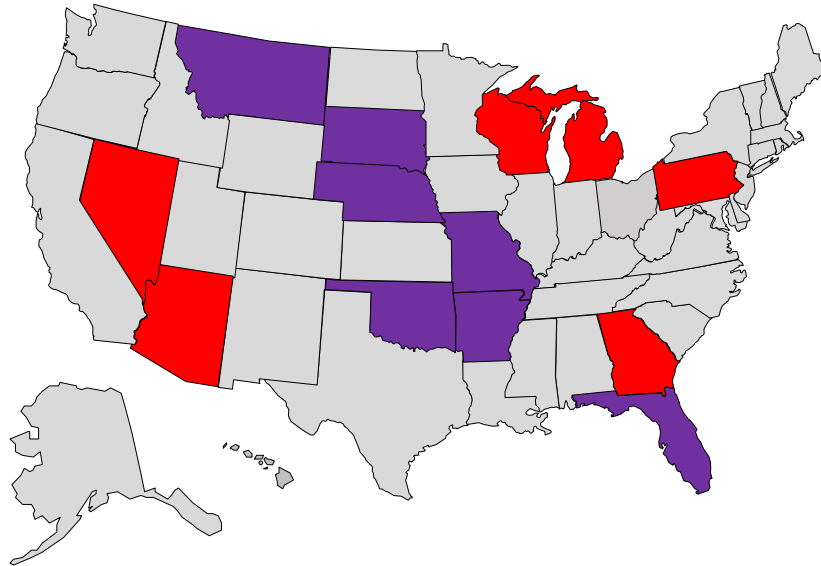
Total Additional Funds Needed for Ballot States \$1,022,177.92

Note:

There are additional states with pro-abortion ballot referendums up in 2024, namely New York, Colorado, and Maryland, where unfortunately the abortion lobby simply has their hooks in too deeply for us to have a prospect of success. It would be a loss of our investor's resources to target these ballot referendums, sadly, so instead we are concentrating our efforts where we can make the most impact with limited resources.

This is also why it is so critical that we fight at the federal level, so we can eventually get pro-life majorities to overrule abortion-on-demand constitutional amendments like those likely to pass in states like New York.

Strategic State Map



Red States:

Tier 1 States – Top 6 Swing
Presidential States

- AZ, GA, PA, NV, MI, WI

Purple States:

Tier 2 States – Ballot
Referendum States

- AZ & NV (also in 6 state)
FL, NE, MT, SD, OK, MO, AR

Total Additional Funds Needed for Entire Program
\$2,074,672.30

Your Part to Play

The stakes could not be higher in the nation's top swing states and ballot initiative states. While the Pro-Life Generation is confident in our tested methodologies and trained student army, to

give our students' election work the strongest chance at success we will need additional revenue above what is in our budget, as presented in the state-by-state expanded budgets above.

Half of this revenue is needed by June 1st to recruit staff and activists for the Republican primary elections to ensure staunch pro-life candidates are in the running come November and bank votes during the early voting period during the general election.

Students for Life Action and our entire team at the *Pro-Life Generation* can deploy our grassroots student army to knock on tens of thousands of voters' doors but only *as funding permits*. With student incentives, hotel and transportation costs, and meals, **each voter's door one of our students knocks on costs \$3.00.**

Our successful "Vote Pro-Life First" Digital Campaign, tested and improved in 2020 and 2022, has significant costs as well. **We can change 1 young voter's mind on the ballot referendum for every \$1.65 we spend targeting voters online.**

How many young pro-life voters will you reach this year to protect the preborn?

