

WISCONSIN RIGHT TO LIFE – 2011 ACCOMPLISHMENTS

WISCONSIN ABORTION DECREASE

- Wisconsin abortions decreased 8.4% in 2010 as compared to 2009. There were 717 fewer abortions performed in 2010 than 2009.
- Wisconsin abortions have decreased 55% since 1987 when the State began required abortion reporting.
- Over the past 15 years, Wisconsin has experienced a 61.9% increase in births over abortions
- The number of lives saved, cumulatively, since 1987 is 109,123.
- Wisconsin abortions and abortion ratios have decreased far more significantly than in our neighboring states.

TEEN AND COLLEGE OUTREACH

- Educated 60 teens at statewide conference
- Educated and trained 85 teen leaders at summer leadership camps
- Managed a website designed for use by Teens 4 Life participants
- Awarded eight grants to college students to start or continue right-to-life groups on campus
- Monitored groups on 12 additional college campuses
- Conducted a college leader training day

EDUCATIONAL ACTIVITIES

- Achieved 93.5million television and Internet ad viewings through the Veritas Society media campaign
- Advertised a toll-free helpline number and text word for pregnant women in television ads
- Produced one new television ad
- Held 14 educational /fundraising events in cities around the state
- Published five issues of the *Life Voice* newsletter and two issues of the *Veritas Society Insider*
- Awarded five emergency grants to pregnant women
- Started development of a mobile phone application to assist women to find right-to-life Wisconsin Pregnancy Help Centers on their smart phones
- Gave 10 educational presentations at churches or other venues
- Wrote monthly Letters to the Editor for Christian/Catholic news outlets

ELECTION ACTIVITIES

- Participated in State Supreme Court, recall and special election activities utilizing candidate information pieces
- Mailed 175,000 fliers comparing candidate positions on right-to-life issues
- Made 100,000 phone calls on behalf of right-to-life candidates
- Lit dropped 10,000 door hanger candidate information pieces
- Sent 150,000 election-related emails

LEGAL

- Won a major victory in the 7th Circuit Court of Appeals challenging a state law which limits contributions to independent political action committees
- Monitored a 2010WRTL legal challenge in federal court against various proposed new regulations by the Government Accountability Board

LEGISLATIVE

- Acted as lead organization for legislation to defund Planned Parenthood. Signed into law by Governor Walker
- Acted as lead organization to prohibit the UW Hospital Authority from using state taxpayer dollars to train medical students to perform abortion and from being involved in the performance of abortions. Signed into law by Governor Walker
- Acted as lead organization for legislation to allow Wisconsin to opt-out of abortion coverage in the Obamacare health insurance exchanges.
- Acted as lead organization for legislation to prevent coercive and web cam abortions.
- Worked with other organizations on legislation to return sex education programs to local control and reinstate abstinence-only programs.
- Sent 50,000 E-Voice and Action Alert messages for grassroots action on pending federal and state legislation
- Worked on legislative strategies for states in danger of legalizing assisted suicide
- Participated in over 200 media interviews
- Sent 30 news releases on legislative proposals
- Achieved 2,000 petition signers

CHAPTER AND REGION ACTIVITIES

- Sponsored a state conference to educate and motivate leaders
- Held 25 region and statewide meetings
- Reached thousands in local communities with educational materials
- Sponsored 200 events in local communities
- Sponsored rose sales, bowl-a-thons, newspaper ads and other activities to raise funds for local projects
- Published monthly Chapter newsletters
- Provided six training sessions for chapters
- Sponsored right-to-life messages on billboards throughout the state

SOCIAL NETWORKING

- Recruited 6,000 Facebook friends and 1,800 Twitter followers
- Posted daily updates on Facebook
- Conducted live-tweets at five events
- Posted news on Twitter on a regular basis

WEBSITES/EMAILS

- Attracted 50,000 teens to a right-to-life website at *teenbreaks.com*
- Attracted 125,877 unique visitors to the Wisconsin Right to Life website
- Published over 100 blog posts
- Attracted 13,283 unique visitors to www.123givelife.com, a resource listing Wisconsin Pregnancy Help Centers
- Attracted 18,222 unique visitors to www.nightingalealliance.org, a resource against doctor-prescribed suicide and euthanasia
- Posted current news on a daily basis to www.nightinbalealliance.org
- Sent monthly e-letters on euthanasia issues
- Emailed 25,000 WRTL News You Can Use newsletters weekly
- Emailed 4,491,744 informational pieces

OPERATIONS

- Conducted an audit of all finances
- Produced monthly financial statements and analyses for all entities of WRTL
- Responded to over 1,500 information requests by mail, email or phone