

## What do the numbers mean?

### **PROLIFE SUCCESS!**

The biggest winners in the general election are vulnerable members of the human family!

Overall 240 out of 280 Right to Life of Michigan Political Action Committee endorsed candidates won their races!! Twelve out of 12 RLM-PAC state-wide endorsed candidates won their races!

Being an advocate for the unborn takes many forms during an election year. Highlights of our RLM activities for the general election included:

- ✿ 195,051 hits on [www.rtl.org](http://www.rtl.org) for November 1 and 2 (Featured Pro-life Candidates web site page was the most viewed)
- ✿ 138,900 ballots with RLM-PAC endorsed candidates printed and distributed
- ✿ 110,500 phone messages sent for statewide candidates
- ✿ 85,000 Email messages sent with election information
- ✿ 83,000 special mailings for statewide candidates
- ✿ 79,310 copies of the RLM News printed and distributed with RLM-PAC endorsements
- ✿ 58,485 get out the vote phone messages for key races
- ✿ 51,500 mailings for key pro-life candidates
- ✿ 50,000 comparison pieces circulated
- ✿ 16,463 Personalized Ballots Generated on [www.rtl.org](http://www.rtl.org)
- ✿ 8,683 visits on [www.rtl.org](http://www.rtl.org) for November 1 and 2
- ✿ 85.7% of RLM-PAC endorsed candidates won their races

The educational campaign, Elections Have Consequences, which included billboards, fliers, t-shirts and buttons emphasized what was at stake this year.

In addition to the conventional methods of connecting with others regarding pro-life candidates, we also used social networking tools to reach out. Facebook, the RLM Blog, Twitter and a Teleseminar allowed us to reach more people with election information.

We speak out for innocent unborn babies. Making phone calls from home on behalf of pro-life candidates, distributing pro-life election information to friends and family members, and meeting people face-to-face at the polls on election day are just a few of the ways pro-life volunteers made a difference for life this year.

With all this good news, we know hard work is needed in the months and years ahead. Thankfully, pro-life men and women will be in place, because of your efforts, to be a voice for the voiceless! We are looking forward to working with pro-life majorities in the Michigan House and Senate.

Looking forward for LIFE!