

Gregg L. Cunningham, Executive Director

December 2012

Dear Pro-Life Supporter,

If you are looking for extremely encouraging news regarding the success of our Key States Initiative (KSI), and an insightful, comprehensive analysis of Election 2012, you will want to read this letter in its entirety. But I must first explain that November 2012 has proved to be one of the most difficult fundraising months CBR has suffered in recent memory. This drop in donations couldn't have come at a worse time because we spent heavily all year on the voter education campaigns we waged in pivotal political swing states. We worked our hearts out and large numbers of our staff members and volunteers spent months away from home, many using vacation days, to drive photo billboard trucks and show voters what pro-abortion candidates do to preborn babies. Much of this Key States Initiative (KSI) effort was funded by borrowing money from the CBR account we normally use to pay the rent and meet our modest payroll expenses. We took a substantial risk by drawing down our small financial reserves, but we believed then -- and now -- that the stakes were too high to do otherwise.

We suspect that many of our otherwise faithful donors are now demoralized by Barack Obama's narrow reelection victory, and their despair has diminished their will to fight on. That is precisely the reaction for which our adversaries are hoping. They want to create an overwhelming sense of futility in our ranks. But we aren't quitting -- and we pray you won't either. CBR is in the process of recalibrating our operational strategy, but we need your help -- now more than ever. We literally can't fight this fight without you. *Please permit me to make my case for your help in enabling us to claim \$25,000 in matching money which has been pledged.* Now the good news:

Millions of voters saw our mobile abortion photo billboards in five political battleground states, and win or lose, America was measurably more pro-life by election day 2012 than it had been at the start of the 2012 presidential primary season. Virginia was one of those states and the entire Commonwealth became 3% more pro-life than it had been in 2008 (the 6% pro-abortion advantage was cut to 3%). From a pro-life perspective, the areas in which we drove our trucks repeatedly outperformed comparable areas in which we didn't drive -- and often by more than the 3% average pro-life gains recorded statewide. Some of our success can also be attributed to the television news coverage, which amplified our message well beyond the areas in which we actually drove.

We focused heavily, for instance, on Loudon County (Leesburg). Pro-abortion candidates also concentrated on Loudon County, visiting twice (August and October). Every place they travelled, but we didn't, became more pro-abortion (or at least shifted pro-life at a rate less than 3%). In Loudon County, however, where we worked diligently to counter their pro-abortion lies, the vote shifted pro-life by 3.8% -- substantially higher than the 3% statewide gain. We drove heavily in Prince William County, despite demographic changes which should have resulted in significant pro-abortion gains. The pro-abortion shift, however, turned out to be only 0.1%. Fauquier County is noteworthy because it lies adjacent to Prince William County, and although we did not target it heavily, residents of Fauquier County commute extensively into and through Prince William County. Many of those commuters and shoppers saw our trucks as we drove in Prince William County. Fauquier County shifted pro-life by 6.5%, well above the 3% statewide pro-life average.

In the Tidewater area, we drove intensely in Virginia Beach, but less so in Chesapeake. Virginia Beach shifted pro-life by 1.8%, less than the 3% benchmark, but more than the 0.3% shift measured in Chesapeake. Over the past 4 years we have invested a great deal of effort in Lynchburg, which is in Bedford County, and Lynchburg shifted pro-life by 11.3%. Bedford County swung pro-life by 6.7%. In the last eighteen months, we conducted our Genocide Awareness Project (GAP) at Virginia's Radford University and operated mobile billboards in the city of Radford. The city of Radford shifted pro-life by 5.6% and Montgomery County improved by 4.2%. We also spent several days in Charlottesville and Albemarle County. Charlottesville moved pro-life by 4.8%, and Albemarle County by 6%.

CBR projects have proven conclusively that voters (and pregnant women) who are shown abortion are demonstrably less likely to support abortion. In fact, our Canadian affiliate (CCBR) recently used our abortion imagery in a YouTube video which saved a baby's life. In the comments section, a pregnant viewer said: "A big Thank you goes out to whoever posted this video. I scheduled an appointment with Planned Parenthood to have this procedure and wanted to learn more because they wouldn't give me any information. I'm calling to cancel right now. I don't want my baby ripped to shreds. OMG! Thank you. I can finally make an informed decision." If abortion imagery can change a frightened mother's mind, it can certainly change a confused voter's mind. In a tight election contest, even a small influence can prove decisive. How tight was this race? *The Daily Caller*, December 4, 2012, reported a story headlined "Paul Ryan addresses fiscal cliff ..." which quoted Rep. Ryan explaining how a small swing in the popular vote could have dramatically reversed the 2012 Electoral College outcome: "... [T]hey tell me it was about 427,000 votes spread across four states that made the difference between winning and losing this election."

Even the popular vote was close. In 2012, Mr. Obama won 60,217,329 votes (51%) to Mr. Romney's 57,486,044. That is a difference of only 2,731,285. That slim margin made the race potentially winnable for the pro-life candidate -- had he managed to get his base voters to the polls in even slightly greater numbers than he actually achieved. But he obviously didn't, and most maddeningly, a high percentage of his non-voters were evangelical Christians. NewsMax.com, June 15, 2012, published an article headlined "Ralph Reed: 17 million Evangelical Votes Can Lead to Obama's Defeat." The opening sentence reads: **"Some 17 million Evangelicals failed to vote in 2008** when Democrat Barack Obama beat the GOP's John McCain ...." That number reveals a stunning example of Christian complacency, but disengaged evangelicals repeated this shameful turnout disaster in 2012. WashingtonsBlog.com, February 18, 2012, estimates that there are between 40 million and 50 million evangelicals in America at present.

Joel C. Rosenberg's blog, on November 8, 2012, posted equally devastating numbers in an essay titled "More than 6 million self-described 'evangelicals' voted for Obama ...." He noted that "Of the 117 million people who voted ... [in 2012], about 30 million (26%) were evangelicals [Ralph Reed estimated the 2012 evangelical vote total at 27%, a number not far removed from Mr. Rosenberg's estimate]. **That would suggest that nearly all of the 17 million evangelicals who stayed home in 2008 were also missing in action in 2012.** Politico.com offered one possible explanation for the absence of so many evangelicals in their November 8, 2012 analysis of the Romney campaign's appalling failure to systematically get their voters -- Christian or otherwise -- to the polls ("Romney's fail whale: ORCA the vote-tracker left team 'flying blind'"). Had it functioned properly, the failed Romney get-out-the-vote mechanism might have enticed 2.7 million of the 17 million evangelicals who stayed home, and the pro-life cause could have prevailed. But a colossal failure of evangelical leadership is evident when so many believers have to be dragged, kicking and screaming, to the polls in the most morally consequential election in our lifetimes.

**In addition to the 17 million evangelicals who stayed home, and the 6.4 million who voted for Obama, Mr. Rosenberg reports the dismaying fact that "50% of the Catholic vote went for Obama in 2012."** That tragedy was compounded by a November 1, 2012 Pew Research Center for the People & the Press survey titled "Nonvoters: Who They Are, What They Think." It concluded that **21% of the adult population is Catholic, and that 22% of Catholics are non-voters.** The Pew Forum reported October 9, 2012 that **"In the**

last five years alone, the [religiously] unaffiliated have increased from just over 15% to just under 20% of all U.S. adults. Their ranks now include more than 13 million self-described atheists and agnostics (nearly 6% of the U.S. public), as well as nearly 33 million people who say they have no particular religious affiliation (14%).” These voters are overwhelmingly pro-abortion and they turned out in droves for Obama. In response, huge numbers of Christians stayed home or voted pro-abortion. Many Christians don’t know or care much about abortion because their leaders don’t know or care much about abortion. But responsibility for this pro-life defeat cannot fairly be laid entirely at the door of the church. A Hill.com post titled “Former Gov. Barbour: Hurricane Sandy Broke Romney’s momentum” quoted former George W. Bush strategist Matthew Dowd: “You had Hurricane Sandy, and then [on October 30] you had the [NJ Gov. Chris] Christie bear hug [of Mr. Obama], and the Christie bear hug ... actually did more for the president ... in his approval rating than ... even really his handling of the hurricane,” Dowd said.” Rasmussen reported that 12% of voters made their choice during this critically important last week of the campaign.

On December 3, 2012, *National Review* placed the blame more broadly in an opinion piece headlined “Who Cares?” John O’Sullivan therein opined that “There are many explanations why President Obama won the election just completed.” Mr. Obama “... effectively demonized his opponent by an early negative campaigning blitz.” Indeed he did. The narrative defaming Romney as a rapacious, robber baron was fixed in the public mind early in the primary season, when Mr. Romney was forced to fend off Republican attacks on his record in business. Responding to these assaults left him temporarily without the campaign funds required to convincingly rebut similar charges when Mr. Obama began to repeat them. By the time his cash reserves were restored, the damage had been done. The *National Review* column also notes that “the ethnic balance of the electorate had shifted in ... [Mr. Obama’s] favor.” True, but this demographic trend may be abating, according to a December 10, 2012 Townhall.com article headlined “Mexican Migration May Be Over.” A related WashingtonPost.com article dated November 29, 2012 was titled “U.S. birthrate ... lowest level since 1920” and reported that “One of the most dramatic drops was among Mexican immigrants.”

Mr. O’Sullivan’s column further explains that “... white working class voters who might have compensated for this [demographic] shift stayed home.” RealClearPolitics.com carried a similar article, titled “The Case of the Missing White Voters,” on November 8, 2012. It offered a similar explanation: “... [W]e find ourselves with about 8 million fewer white voters than we would expect given turnout in the 2008 elections and population growth.” The writer concluded that “... these voters were unhappy with Obama. But his negative ad campaign relentlessly emphasizing Romney’s wealth and tenure at Bain Capital may have turned them off to the Republican nominee as well. The Romney campaign exacerbated this through the challenger’s failure to articulate a clear, positive agenda to address these voters’ fears, and self-inflicted wounds like the ‘47 percent’ gaffe. Given a choice between two unpalatable options, these voters simply stayed home.” On December 14, 2012, Politico.com published a book excerpt (*The End of the Line: Romney vs. Obama: the 34 days that decided the election*, by Glenn Thrush and Jonathan Martin) making much the same argument by observing that “... more than \$100 million [went] into a barrage of negative ads in swing states attacking Romney where it hurt most -- on Bain, his tax policy, and his disastrous opposition to the auto bailout that saved tens of thousands of jobs in Ohio alone.”

Mr. O’Sullivan essentially concludes that Mr. Romney wasn’t sufficiently combative and didn’t seem adequately empathetic. Ramesh Ponnuru piled on with more criticism of that sort in the same issue of *National Review*. “In 2012, the exit pollsters asked ... ‘Who is more in touch with people like you?’ Obama beat Romney by ten points, even while losing the ‘better handle on the economy’ question by one.” Ponnuru says Mr. Romney and Republicans failed to persuasively explain how they would improve the lives of middle-class Americans. In 2012, candidates needed to care -- but they also needed to *seem* to care. Politico.com posted a story November 14, 2012 titled “Mitt Romney: President Obama won because of ‘gifts’” and was criticized for telling politically incorrect truth. But the Obama voter coalition really was comprised largely of poorly informed recipients of government largesse. The spokeswoman for that coalition was “Obama-Phone Lady,” who can be seen at <http://www.youtube.com/watch?v=tpAOWjvTOio>.

She is typical of the “low-information” voters who bartered their ballots for benefits. Hill.com, November 20, 2012, posted a telling account of this concept titled “GOP ignores low-information voters at their peril.” The disastrous implications of Mr. Obama’s win have prompted some to suggest that the culture is now beyond redemption. They cite Romans 1:28-29, “...just as they did not think it worthwhile to retain the knowledge of God, so God gave them over to a depraved mind, so that they do what ought not to be done.

Indeed, The Guttmacher Institute reports that 20% of all abortions are performed on “born-again” or evangelical Christians. In some years, that means more than a quarter million evangelical abortions. Professing Catholics are 29% more likely to abort than Protestants. The greed and envy of class warfare are widespread and no longer considered shameful. Four states just legalized homosexual marriage and the Supreme Court seems poised to declare it a constitutional right. Two states just legalized recreational marijuana use, and Mr. Obama has ordered federal law enforcement officials to stop enforcing federal marijuana prohibitions in those states. America’s spiritual death-spiral appears to be tightening and steepening, yet in that same chapter of Romans, we read in verse 14 that Paul never gave up on his depraved generation: “I am obligated both to Greeks and non-Greeks, both to the wise and the foolish. That is why I am so eager to preach the gospel also to you who are in Rome.” We must not give up on our lost neighbors.

**CBR is currently undertaking a major strategic pivot which will be launched in 2013. We will devote much more of our resources to educating and mobilizing the church.** Through our Corporate Accountability Project (CAP) pickets of businesses which support Planned Parenthood, we will not ignore the secular culture, but 1 Peter 4:17 says, “For the time has come for judgment to begin, and to begin at the House of God ....” **So we will shift the emphasis of our Genocide Awareness Project (GAP) efforts, traditionally conducted at public university campuses, to private Christian middle schools, high schools, Bible colleges and seminaries. Our goals will be to stop the killing, heal the wounded and recruit the faithful. Christians need to see the horror of abortion to be horrified by abortion. If Christian pastors and educators won’t expose that horror, we will -- from the lectern as invited speakers, or from the sidewalks as respectful picketers. If it is right to show unbelievers the truth where secular professors are hiding it, how can it be wrong to show believers that same truth where Christian pastors (and educators) are also hiding it?**

**I hope to speak and show abortion video in at least 30 churches in 2013. Watch my recent presentation of abortion video at a large Honolulu, Hawaii, church. [Click here to see the video](#), or look on the right side of the [www.abortionno.org](http://www.abortionno.org) home page and click on the title “Watch how to responsibly show abortion video in the main worship services of a large church“. **Email the link to friends. Ask your pastor to watch it and consider inviting me to speak in your church.** We must take back the culture by encouraging home school students to become *public school* teachers and Christian parents to *take over their school boards* all over America. We must implore Christian college students to *prepare for careers in journalism and the entertainment industry.* We have allowed secularists to gain control of the culture and then we wonder why the culture has turned against Judeo-Christian values. I believe that with God’s help, America can be turned back to the Constitution and the church back to the Bible. **Please help us begin that process with a donation to capture our pledged \$25,000 match.****

Lord bless,



Gregg Cunningham  
Executive Director