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Gregg L. Cunningham, Executive Director

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Dear Pro-Life Supporter,

As we have demonstrated again and again by God's grace, with your help, we can make a life-and-death difference in the outcome of this critical November election. **CBR's abortion billboard trucks have been proven to be effective in getting out the pro-life vote and helping to elect pro-life candidates.** How does this work?

**We have carefully selected the 2020 political swing states. These are the states in which the election outcomes will likely be so close that even a small pro-life influence could tip the race in the defense of life.** A team of CBR staff and volunteers will drive our fleet of nine abortion billboard box trucks in states such as Florida, Georgia, North Carolina, Pennsylvania, Michigan, Wisconsin, New Mexico, Arizona, and Nevada. Other states may be added as resources permit. Texas is now also trending toward swing state status and should be considered for targeting.

This is the powerful **CBR Key States Initiative**. Although we do not campaign for or against any named candidate or party, extensive experience driving our trucks in swing state U.S. Senate and presidential races demonstrates that their presence has a significant "get out the vote" influence on the conservative base. With careful messaging and route planning, pro-life candidates generally outperform pro-abortion candidates in precincts in which we operate these vehicles. In close races, history has proven that our trucks can be a decisive factor in determining election outcomes.

This was, for instance, true in South Dakota in 2004. We were already driving two trucks in South Dakota, but we quickly moved two more trucks into the state as John Thune began to gain ground in his race against long-time incumbent Tom Daschle. Our trucks helped get out the pro-life vote and Thune edged ahead to victory and to a seat in the U.S. Senate. No political pundits expected this to happen! Mr. Thune currently serves as U.S. Senate Majority Whip and has a strong pro-life voting record. Voters who are shown abortion photos tend to vote against candidates who support abortion, even though we never mention candidates by name.

In Virginia, we saw a substantial increase in the pro-life vote in the districts we targeted in the 2012 race.

#### **WEDGE ISSUE AIMED AT AFRICAN-AMERICAN WOMEN**

**In addition to targeting these key states, we will drive through African-American neighborhoods with signs designed to prompt black Americans to vote pro-life.** The signs read "Vote Pro-Charter Schools ... and Vote Pro-life: Rescue black children from failing schools ... and racist abortion clinics." A dejected school girl sits in a chair in one photo, and a 15-week aborted baby and the words "Planned Parenthood" are in the second photo. How effective is this campaign likely to be?

## VOTE PRO-CHARTER SCHOOLS . . . AND VOTE PRO-LIFE!



**Rescue black children from failing schools . . . and racist abortion clinics**

In the Georgia and Florida gubernatorial races in 2018, white male Republicans defeated a black woman in Georgia (Brian Kemp over Stacy Abrahams), and a black man in Florida (Ron Desantis over Andrew Gillum) because young black mothers turned out in droves to vote for the candidates who would support charter schools and rescue their children from the failed public education system. In Georgia, black men who are concerned about the economy also played a major role in the outcome, but in Florida, it was largely African-American moms who want charter schools.

The Democrats are controlled by the teacher's unions which hate charter schools (and by Planned Parenthood which hates pregnancy resource centers) because the charter schools frequently outperform government schools. **Failing schools and thriving abortion clinics are devastating the African-American community, and I believe that our sign could resonate with black mothers who want their children to have a future they will be denied without sound education. This is a chance for us to link abortion to bad schools as enemies of communities of color.** The North Carolina U.S. Senate race could be an excellent proving ground in which to use our billboard trucks to test this theory.

The *Raleigh News & Observer* reported July 18, 2019, in a story headlined "1 in 5 NC students don't attend traditional public schools, new figures show," that:

New statewide figures released this month show that homeschools, private schools and charter schools all continued to add students during the 2018-19 school year at the same time traditional public schools lost children for the fourth year in a row. The percentage of North Carolina's 1.8 million K-12 students attending traditional public schools dropped to 79.9% this year.

The *Raleigh News & Observer* also reported that "The race is expected to be tight — and closely watched by outside observers. Tillis [pro-life] won the seat in 2014 by less than 46,000 votes and 1.5%. Politico calls the race a toss-up, as does Inside Elections. Cunningham [no relation] led Tillis 48% to 43% in a recent NBC News/Marist poll."

Isidewith.com quotes Cunningham's answer to a voter guide question on whether he supports charter schools as follows: "Yes, but not at the expense of funding public schools." This evasive answer generally signals opposition to the equitable share of public funding without which charter schools are placed at a decided competitive advantage with government schools, which are drowning in tax dollars. The North Carolina Association of Educators (the state teachers' union) has endorsed Cunningham. The ncae.org website explicitly condemns charter schools: "Privatization is a threat to public education."

The Tillis.senate.gov website says:

Senators Thom Tillis (R-NC) and Richard Burr (R-NC) were among a bipartisan group of 28 senators to commemorate the 17th annual National Charter Schools Week, which lasts May 1

through May 7. The resolution congratulates the students, parents, teachers, and leaders of our nation's 6,800 charter schools:

'Children in North Carolina and across the United States deserve access to high quality education so they can realize their full potential and achieve their American Dream,' said Senator Tillis. 'I am proud to be a part of this bipartisan effort to improve educational opportunities for children and support North Carolina's 158 Charter Schools.'

22% of North Carolina's population is African-American and Brookings.edu reports that nationwide, black voter turnout was "higher than whites in 2012." Women vote in higher percentages than men, and women of color vote in higher percentages than men of color. Black mothers are often intensely focused on getting their children out of inferior government schools. **Linking education with abortion could create significant conservative political synergies.**

## **VOLUNTEER DRIVERS AND HOST HOMES NEEDED**

We are now recruiting **volunteers** to drive six hours a day (during morning and evening commute times), six days a week, Tuesday through Sunday, with the Sabbath spent focusing on large church congregations. These trucks have automatic transmissions and require no special driver's licenses to operate. We will provide such training as is necessary and drivers will receive a modest per diem allowance.

We also need **host homes**, people who will volunteer to open their homes to our drivers and provide lodging and minimal meal support. We ideally recruit two drivers per vehicle. Host homes near metropolitan areas are especially preferred. Overnight parking locations for trucks will also be needed.

## **FUNDING NEEDED**

Additionally, fundraising to support this important project will be a vital factor in our ability to deploy trucks in every locale we target. **Fuel, maintenance, etc. costs average approximately \$1,500 per week per truck, or \$6000 per month.**

Multiply that figure by nine states and two months of operating costs, and the total rises to approximately \$108,000. This number is a small fraction of the total campaign expenditures candidates and parties will invest across all nine swing states and our trucks are arguably more effective than any other factor.

## **COST EFFECTIVENESS**

Our experience suggests that there are few, if any, more cost-effective means of producing a pivotal factor in this country's most important 2020 political campaigns. And these campaigns may be among the most crucial in our nation's history.

If 540 donors each **contribute \$25 dollars a week** to this project, every truck could be run in each state, in each of the areas which matter most, during the months which will be most important. Eight weeks at \$25 per week would **total \$200 -- the cost of running one truck for one day.**

Who wouldn't give up the cost of a deluxe extra-large pizza to change the course of American history?

**We have enclosed a copy of a new CBR brochure which introduces people to our pro-life ministry.** We ask you to share it with a friend who might be interested in supporting our strategic work. Tell them about our Key States Initiative as well. **People will not give up on the pro-life cause if we purpose to pray and act on the strategic plan God has entrusted to us.**

Please make time to help us spread this message of hope. The babies are depending on us.

Lord bless,

A handwritten signature in black ink, appearing to read 'Gregg Cunningham', with a long horizontal line extending to the right.

Gregg Cunningham  
Executive Director

P.S. We are in danger of losing our country because we have allowed the treasonous Left to take control of our schools. TheFederalist.com just published a post headlined “Fairfax Public Schools Tell Parents to Stop Educating Their Kids While School is Banned.” In addition to killing preborn children, teachers’ unions all over the country are refusing to return to the classroom unless states enact the Bernie Sanders **Socialist political agenda (part of which is free “healthcare” for all – including abortions)**. In Fairfax County, Virginia, parents of students locked out of public schools are being scolded for hiring private tutors to teach their children in small groups at home. The teachers’ union argument is that tutors “may widen the gap in educational access and equity for all students.” What they really mean is they can’t take kids hostage and hold them for political ransom if parents break the public school educational monopoly by hiring their own teachers.

This bogus rationale is as irrational as contending that parents who can afford to feed their children lunch should deny them food because “millions of kids go hungry in the U.S. every summer without school lunches” (BusinessInsider.com, June 10, 2020). If any children are malnourished, all children should be malnourished. There is a better idea: let’s make certain all children are properly fed and taught, and are first **given the right to be born**. That’s the Christian way, but it won’t prevail unless believers are willing to combat the forces of evil.