



personalPAC

Pro-choice. No exceptions.

# 2018 IMPACT REPORT



Thanks to the commitment of its friends and partners, Personal PAC was able to make a significant impact on the 2018 election. Targeted campaigns were launched to retain pro-choice seats and replace anti-choice extremists with pro-choice leaders. Personal PAC strategically supported candidates who not only won their races but also increased the Illinois General Assembly's pro-choice majority. Along with Governor JB Pritzker and Attorney General Kwame Raoul, this group of leaders will protect House Bill 40 and ensure that reproductive rights are protected for all Illinois women.

## VICTORIES

### 2018 Midterm Election Results

The biggest winner in Illinois on November 6th was the pro-choice movement. Reproductive rights were on every ballot across the state and pro-choice voters showed up to send a winning message.

Candidates endorsed by Personal PAC beat anti-choice candidates across Illinois. Because of your support, Illinois will remain a safe haven for women across the Midwest and country, for now, until the next election.

Below are some of the statewide outcomes:

- **Every HB 40 supporter in the General Assembly won re-election. Voting for HB 40 was a winner 100% of the time!**
- **Pro-choice leader JB Pritzker will be the next Governor of Illinois and will be joined by Juliana Stratton as our next Lt. Governor.**
- **Kwame Raoul defeated anti-choice Erika Harold for Attorney General.**
- **Illinois picked up six pro-choice seats in the Illinois House.**
  - Terra Costa Howard (HD 48) defeated State Representative Peter Breen. Breen filed the lawsuit against HB 40 and is the chief sponsor of a bill (HB 4114) to repeal HB 40, putting the lives and health of Illinois women at risk.
  - State Representative Katie Stuart (HD 112) beat Dwight Kay again. Kay called women that use birth control "promiscuous".
  - Additional pro-choice House victories can be found in the defeat of anti-choice leaders State Rep. Sheri Jesiel (HD 61) and State Rep. Christine Winger (HD 45), both of whom are co-sponsors of Breen's HB 40 repeal bill. Pro-choice leaders Joyce Mason and Diane Pappas respectively sent Jesiel and Winger into retirement. Mary Edly-Allen defeated right wing extremist Helene Miller Walsh.
- **Illinois added four pro-choice seats to the Illinois Senate.**
  - Ann Gillespie defeated Senator Tom Rooney (SD 27).
  - Laura Ellman (SD 21) managed a tight victory over Senator Michael Connelly.
  - Suzanne Glowiak (SD 24) removed Senator Chris Nybo from his seat.
  - Rachele Aud Crowe will replace Senator Bill Haines (SD 56).

**We put the anti-choice members of the Illinois General Assembly and all other candidates for public office on notice: It's pro-choice or no choice!**

# THE CHALLENGE

Since 1973, *Roe v. Wade* has never been more at risk than it is today. The appointment of Brett Kavanaugh has given the Supreme Court the anti-choice majority it needs to disregard new barriers to abortion care being erected in states across the country and overturn a 45-year-old law that empowers women.

Last year, over 4,500 women from neighboring states were forced to travel to Illinois for a safe abortion. Personal PAC has a profound responsibility to be there for not only the women of Illinois but also for millions of other women between the two coasts.

In spite of the November 6th pro-choice victories in the Illinois General Assembly, attacks on reproductive justice will continue with three bills and a lawsuit still threatening House Bill 40. Personal PAC is already looking to 2020 when it will need to fight sitting anti-choice extremists in the Illinois General Assembly and those campaigning to get their seats back. Your continued financial support and belief in our ability to make a difference at the polls will empower Personal PAC to prepare for the 2020 election.

7 out of 10

Americans support abortion rights



1 out of 4

women have had an abortion



1

man can take that all away



# STRATEGIES THAT WORKED

The appointment of Kavanaugh inspired Personal PAC to work even harder this election season to secure the General Assembly's majority and remove attackers of HB 40 from office. Below are a few of the strategies Personal PAC successfully implemented that demonstrate how your contributions were leveraged to support the election of pro-choice leaders on November 6th:

**Social Media:** Personal PAC elevated its social media efforts for the 2018 election, culminating with over 75 assets working at one time for our pro-choice candidates during election week. More details on Personal PAC's digital marketing efforts are described on the next page.

**Television:** Six districts were targeted by Personal PAC with an impactful television ad featuring a rape survivor. As of now, those ads influenced pro-choice victories in five of the six races.

**Direct Mail:** Personal PAC produced nearly 90 pieces that were used to promote 23 campaigns. Over one million pieces of mail were shared with hundreds of thousands of persuadable and targeted voters for maximum electoral impact.

**Phone Calls:** As in the past, phone calls were made in targeted districts to spread the news about pro-choice candidates and their right-wing opponents. Over 1.2 million calls were made during the months leading up to the election.

**Partnership:** In one key district, Personal PAC partnered with other organizations to support a website, social media, volunteers and canvassing efforts that shed light on an anti-choice extremist and promoted the candidacy of a new pro-choice leader. This model proved incredibly effective and will be something Personal PAC will replicate in the future.



*Illinois Handmaids*

# PERSONAL PAC 2018 HIGHLIGHTS

## Expanded Digital Marketing

This election cycle, Personal PAC launched an aggressive digital media strategy to educate, engage and activate voters across the state. Creative multimedia campaigns, real-time rapid response and 1:1 voter interaction on platforms like Facebook, Instagram and Twitter reached more than 2.4 million Illinoisans, delivering content more than 3.1 million times.

To help ensure that voters could make an informed decision to support pro-choice candidates, Personal PAC deployed and supported special branded campaigns including Women are the Blue Wave, the Republican Mainstream Committee, and Come Clean Breen. This election cycle also marks the first time Personal PAC has added a sophisticated digital and social media strategy to support endorsed candidates, ensuring the passage and protection of HB 40, and defeat candidates vowing to roll back women's rights.

## Launched a New Website

Thanks to the help of Orbit Media, Hauswith/Co., members of the Personal PAC board and volunteers, Personal PAC launched a new website this fall just prior to the Luncheon. The new website will allow friends of Personal PAC to more easily:

- Find information about Personal PAC
- Learn ways to get involved and support the Personal PAC mission
- Stay up to date on Illinois reproductive rights news
- Access the website from mobile devices
- Make donations of all types

Please check out the new website at [www.personalpac.org](http://www.personalpac.org) when time permits!

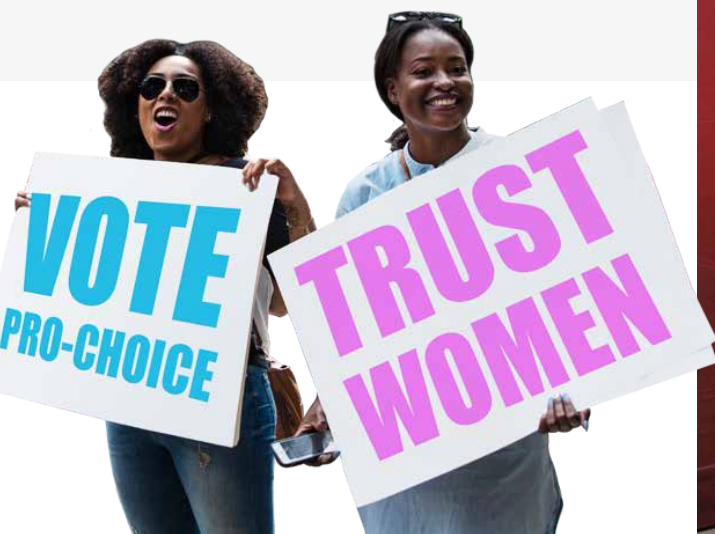
## Hosted the 25<sup>th</sup> Annual Awards Luncheon

On October 11, 2018, Personal PAC hosted its 25th Annual Awards Luncheon. The event honored Chicago Foundation for Women CEO K. Sujata, Men4Choice and the Illinois Handmaids with inspiring remarks by former Michigan Governor Jennifer Granholm.

Personal PAC's Annual Awards Luncheon is the organization's primary fundraiser. We thank everyone who was able to attend and contribute to the event.



*Jennifer Granholm with Attorney General Elect Kwame Raoul*





## THANK YOU

Personal PAC would not be one of the most dynamic and successful political action committees in the country if it weren't for the support of its friends and partners. If you are interested in supporting Personal PAC in a new or elevated way, please review the opportunities below.

### **Make a donation! There are many ways you can financially support the work of Personal PAC.**

- Donate online – visit [www.personalpac.org](http://www.personalpac.org)
- Donate by phone – call the office at 312-422-0005
- Create a recurring gift – monthly giving is a great way to support Personal PAC year-round
- Make a gift in memory or honor of someone
- Include Personal PAC in your estate plans

### **Co-Host a House Party**

- House parties provide Personal PAC with a wonderful way to more closely engage current friends of the organization and recruit new ones. Please contact the office if you would like to share your home/office or network with Personal PAC as a House Party Co-Host. We are happy to help you facilitate the event!

### **Attend an event (Personal PAC's list of events are located on its website. Below is a sampling.)**

- Participate as a cyclist in Personal PAC's second annual Spin-A-Thon taking place in February/March.

### **Sign up to volunteer (call the office or submit your interest on our website.)**

- We need volunteers for the office, events and canvasses.

### **Get involved with the Personal PAC board**

- The Personal PAC Board of Directors is always looking for capable individuals willing to help us raise the necessary funds for our mission.

### **Share your story**

- One of the greatest challenges the choice movement faces is the stigma associated with abortion. The Personal PAC website currently shares a handful of moving abortion stories. We need more as these stories inspire other women to share their stories and bring to light the statistic that one in three women will have an abortion in their lifetime.

We broke the bank this year accomplishing all of the November 6th successes and ask that you make one more contribution to our important work so we can keep fighting for reproductive rights! Our right-wing anti-choice opponents NEVER give up and we can't either.



**The fight is not over. We need your continued partnership to protect her future.**