

ELECTION 2020

NETWORK LOBBY

Our Goal Defeat President Trump's re-election by:

1. Giving cover and enthusiasm to Catholics being told they must vote a certain way
2. Promote "voting Catholic" as being multi-issue, Spirit-filled voters
3. Create public awareness that Trump's policies are anti-life
4. Stir up the commitment and enthusiasm among members for getting out the vote

Success?

Catholics narrowly favored Biden

Share of Catholic voters won by each candidate in 2016 and 2020



Washington Post, Nov. 12, 2020

- Pope Francis Voter Website: 5,193 new people signed up for emails; raised \$30,000 through weekly emails
- Pope Francis Voter Digital Ads: Seen 8 million times by 2.3 million moderate and conservative Catholic swing voters
- Pope Francis Voter Spanish Campaign: Raised \$90,000 from new major donors for Spanish ads in 31 districts and states
- "Catholics Cannot Vote for Trump" video watched 900,000 times via paid promotion
- "Equally Sacred Scorecard" published in English, Spanish, and Vietnamese with over 50,000 views online
- Hosted 60+ virtual events encouraging participants to be multi-issue voters
- Sister Simone and NETWORK quoted in the *Associated Press*, *Washington Post*, *Vox*, *NPR*, *The Atlantic*, *America Magazine*, *Sojourners*, *National Catholic Reporter*, *Religion News Service*, *Fox News Online*, *Reuters* and *Huffington Post UK*
- Sister Simone appeared on *Andrea Mitchell Reports*, *AM Joy*, and *Weekends with Alex Witt*



NUNS ON THE BUS THE VIRTUAL TOUR



A joint project of NETWORK Lobby and NETWORK Advocates for Justice

- **55** Catholic Sisters involved in Nuns on the Bus 2020
- **63** Events: **5** rallies, **5** Dialogues Across Geographic Divides, **28** Town Halls for Spirit-Filled Voters, **25** site visits
- Majority of site visits conducted with organizations led by people of color
- Nuns on the Bus events covered by the San Antonio Express-News, Forbes, The Hill, Global Sisters Report
- Op-ed from a Nun on the Bus ran in The Kansas City Star

Top Five Site Visits by Live Viewers

1. Homeboy Industries
2. Angry Tias and Abuelas
3. Saint Joseph’s Neighborhood Center
4. New Hour for Women and Children
5. Progress Iowa

Nuns on the Bus: The Interactive Experience



More than 14,000 website visits and 1,300 registered participants!

Guests "On the Bus"

Speaker Nancy Pelosi, Senator Cory Booker, Senator Sherrod Brown, Congresswoman Rosa DeLauro, Mary Kay Henry, SEIU, Randi Weingarten, AFT, Valarie Kaur, Lisa Sharon Harper, Rabbi Jonah Pesner, Sr. Helen Prejean, CSJ, Sr. Joan Chittister, OSB



DIGITAL PRESENCE

New Social Media Followers:

767

NETWORK Twitter

2,203

Sr. Simone Twitter

1,537

NETWORK Facebook

1,904

Nuns on the Bus Facebook

1,143

Sister Simone Facebook



Ongoing Social Engagement

- Live tweeted both Presidential debates and Vice Presidential Debate
- Live tweeted and commented on all Nuns on the Bus events
- Shared 30 Days, 30 Reasons not to vote for Trump throughout the month before the election

Highest Performing Social Content

- Equally Sacred Scorecard
- Catholics Cannot Vote for Trump Statement, Video
- Oppose Nomination of Judge Amy Coney Barrett
- Sister Simone Stepping Down Announcement
- Sister Simone Early Voting Picture

NETWORK
@NETWORKLobby

"He cares more about the stock market than he does about the 190,000 Americans who have died of COVID."

"He claims to be pro-family, and yet he has separated children from their parents."

He's pulled us out of the Paris Climate Accords and the Iran Nuclear Agreement."

Watch:

Fr. Mark George, SJ

1:34 2K Views cares more about the stock market

Sr. Simone Campbell @sr_simone · Oct 30

The Catholic Sisters I know want a president who respects women and cares about immigrant children & families devastated by COVID-19. Catholics won't vote on empty promises this year; we're voting for the values @Pontifex calls "Equally Sacred"

EQUALLY SACRED PRIORITIES
FOR VOTERS IN THE 2020 PRESIDENTIAL ELECTION

	TRUMP	BIDEN
Defense of the unborn is clear:		
Seeks to overturn Roe v. Wade	🔴	🟢
Would increase pregnant women's access to health care and nutrition	🔴	🟢
Addresses maternal mortality, particularly for Black women	🔴	🟢
Equally sacred are those already born:		
Supports families in the tax code and family-friendly workplace policies	🔴	🟢
Advocates for domestic violence and sexual assault survivors	🔴	🟢
Respects racism, xenophobia, religious policies that address systemic racism	🔴	🟢
Supports Native American tribal sovereignty and prosperity	🔴	🟢
Opposes discrimination against LGBTQ+ people and disabled people	🔴	🟢
Opposes the death penalty	🔴	🟢
Equally sacred are...		
People and families on the economic margin:		
Protects the Affordable Care Act	🔴	🟢
Opposes cuts to and restrictions on Medicaid	🔴	🟢
Supports the priorities of the disability community	🔴	🟢
Supports the health and well-being of older adults	🔴	🟢
Victims of trafficking and economic slavery:		
Upholds the Trafficking Victims Protection Reauthorization Act	🔴	🟢
Supports raising the minimum wage	🔴	🟢
Protects workers' right to organize	🔴	🟢
If we are pro-life...		
We cannot ignore economic inequality:		
Seeks to assemble measures and address poverty	🔴	🟢
Supports a just tax code	🔴	🟢
We cannot overlook the situation of migrants:		
Opposes expanding the U.S.-Mexico border wall	🔴	🟢
Supports DACA protections	🔴	🟢
Keeps immigration policy on family only	🔴	🟢
Ensures humane treatment of the border and by interior enforcement	🔴	🟢
Extends support to immigrant families in the U.S. and treats them with respect	🔴	🟢
Supports and opposes international laws on asylum	🔴	🟢

Learn more: www.networkadvocates.org/EquallySacred

30 303 794

EARNED MEDIA



Weekends with Alex Witt



AM Joy

- Sister Simone’s relationship with President-elect Biden covered in the Associated Press, NPR, The Atlantic, America Magazine, National Catholic Reporter, Religion News Service, Fox News Online, and The News Journal
- Sister Simone’s op-ed supporting Vice President-elect Kamala Harris ran in National Catholic Reporter

423 Articles
405.6K Social Shares
8.44M Journalist Reach

- Sister Simone interviewed about the Catholic vote in the Associated Press, Daily Beast Podcast, CNN Online, Politico, Roll Call, and National Catholic Reporter
- Pope Francis Voter ads covered by Religion News Service and The Center for Media and Democracy
- Equally Sacred Scorecard covered in National Catholic Reporter, NCR Video, America Magazine, Sojourners, and Patheos

POPE FRANCIS VOTER

Digital ads in English and Spanish targeted persuadable Catholic swing voters and young voters in Florida, Pennsylvania, Michigan, Wisconsin and Arizona. Ads led voters to a microsite where they could take the Pope Francis Voter Quiz, sign up for emails, and donate.



www.popefrancisvoter.org

