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?

• 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 appeared on Andrea Mitchell Reports, AM Joy, and Weekends with Alex Witt

Washington Post, Nov. 12, 2020
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"**

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

“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:
**EARNED MEDIA**

- **423** Articles
- **405.6K** Social Shares
- **8.44M** Journalist Reach

**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.

- Sister Simone’s op-ed supporting Vice President-elect Kamala Harris ran in National Catholic Reporter.
- Pope Francis Voter ads covered by Religion News Service and The Center for Media and Democracy.

**NETWORK LOBBY FOR CATHOLIC SOCIAL JUSTICE**

**ELECTION 2020**

**NETWORKLOBBY.ORG**