



Missouri Right to Life

Impacting Voter Perception on Amendment 3

Objective

Our goal was to reveal the deceptive nature of Amendment 3 and its dangerous implications. Through data-driven strategies and emotionally resonant content, we aimed to inform voters about the risks of late-term abortions, unregulated policies, and their connection to Missouri’s growing human trafficking crisis, ultimately striving to protect vulnerable populations.

Winning Strategy

Addressing the Deception

Amendment 3’s carefully worded language concealed its true impact, so we focused on educating voters on the hidden meanings behind its language. Our content exposed how the amendment would lower health and safety standards and eliminate critical protections, enabling practices that could further exacerbate Missouri’s ranking as 4th in the nation for human trafficking.

Targeting Undecided Voters

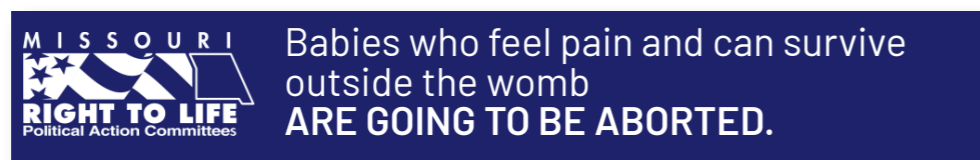
Polling data in September showed 57.7% of Missourians supporting Amendment 3, 30% opposing, and 12.3% undecided. Our campaign tailored its messaging to this undecided demographic, emphasizing the amendment’s true consequences and illustrating the devastating consequences of it passing.

Engaging Media Campaigns

We launched a series of compelling videos and digital ads connecting Amendment 3’s passage to increased sex trafficking and dangerous late-term abortion practices. These evocative campaigns achieved an impressive video completion rate of 87.104% and reached over a million households, delivering impactful messaging to critical audiences.



Display Ads



SCAN TO SEE VIDEOS



Videos

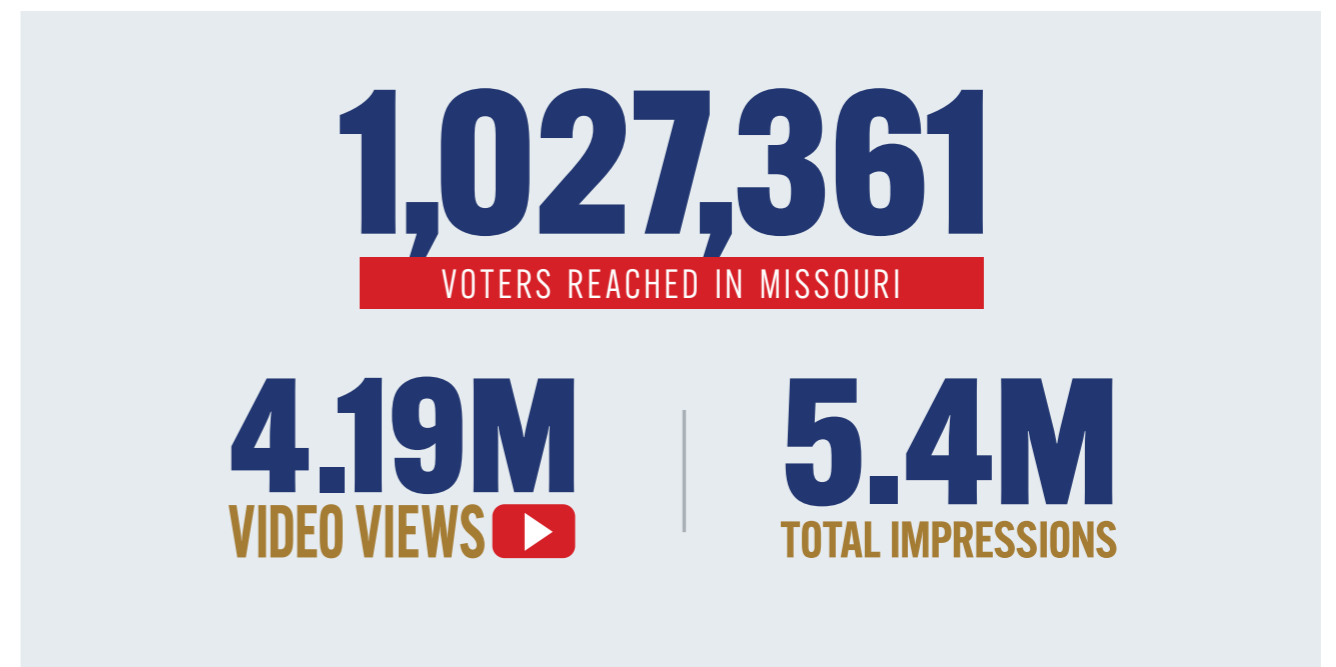
Maximizing Impact with Minimal Resources

Despite being significantly outspent—\$30 million by the pro-Amendment 3 side compared to our \$2 million budget—we leveraged our resources effectively to drive a 15-point shift among voters and sway undecided opinions.

Shifting the Narrative

While Amendment 3 narrowly passed with 51.7% of the vote, our campaign succeeded in moving over 15% of voters from support to opposition, capturing undecided voters and reducing support by more than 4 points.

Digital Metrics



“Missouri Right to Life’s campaign highlighted how strategic messaging can shift public opinion, even when heavily outspent. By addressing the amendment’s misleading language and showcasing its dangerous outcomes, we succeeded in significantly moving the needle and laying the groundwork for future advocacy.”

Susan Klein, Executive Director, Missouri Right to Life

Takeaway

Missouri Right to Life’s campaign is a testament to the power of informed messaging. While Amendment 3 passed, we demonstrated that targeted strategies can effectively educate and persuade voters, even against overwhelming financial opposition. By moving undecided voters and increasing opposition, our efforts proved vital in reshaping the conversation around abortion and human trafficking in Missouri.