



CatholicVote

2020

ANNUAL REPORT

FROM, BRIAN BURCH



In every era, Catholics have risen up against seemingly insurmountable forces with the Gospel message of love, rooted in the dignity of every human person.

We live in a turbulent time. There will always be many reasons for fear. But Christ gives us greater reason for hope. This moment in

history marks our great adventure—our road to salvation—if we choose it. Like the saints who have illuminated the path before us, it is our turn to rise up and speak out—not with fear or trepidation but with joy, vigor, and love. It’s our turn to pave a better way forward for our family, neighbor, country and our world.

At CatholicVote, we’re fighting so that the saving mission of the Church can thrive in our country.

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OUR MISSION

TO INSPIRE EVERY CATHOLIC IN AMERICA TO LIVE OUT THE TRUTHS OF OUR FAITH IN PUBLIC LIFE.

CatholicVote is a community of patriotic Americans who believe that the timeless truths of the Catholic faith are good for America. That's why we make it our mission to inspire every Catholic in America to live out the truths of our faith in public life.

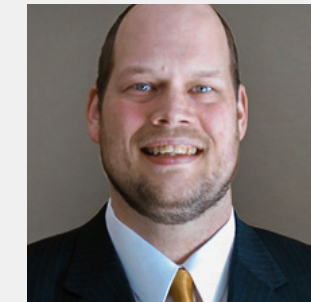
Hundreds of thousands of Americans of many faiths (and some of no particular faith) have joined CatholicVote because they believe the mission and vision is compelling and true.

CatholicVote is managed by a core of full-time staff who work in collaboration with a select group of allies and volunteers.

LEADERS



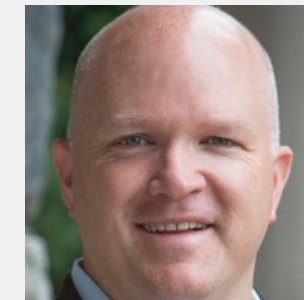
BRIAN BURCH
President



JOSHUA MERCER
Chief Communications Officer



JOHN SHERMAN
Chief Development Officer



SCOT LANDRY
Executive Director
CatholicVote University



**THE HONORABLE
TIM HUELSKAMP, PH.D.**
Chief Political Advisor

CatholicVote is led by a seasoned group of professionals with deep political, business, and ministry experience.

CATHOLICVOTE

MILESTONES

2008
CATHOLICVOTE
ESTABLISHED
FIRST VIDEO PRODUCED
3M VIEWS

2010
ORGANIZED NATIONAL
PETITION OF 250,000
PEOPLE TO KEEP
MOTHER TERESA ON
THE USPS STAMP

2014
MOBILIZED
CATHOLICS TO
VOTE FOR A
PRO-LIFE SENATE

2015
THE
LOOP
ESTABLISHED TO
KEEP CATHOLICS
INFORMED

2016
TRUMP ELECTED
BY WINNING THE
CATHOLIC VOTE

2018
KAVANAUGH
CONFIRMED
SUCCESSFUL
CV CAMPAIGN

2019
VICTORIOUS NICK
SANDMANN LEGAL
BATTLE FUNDED IN
PART BY CV



DIGITAL OUTREACH

Reaching Catholics.

ENGAGING OUR AUDIENCE

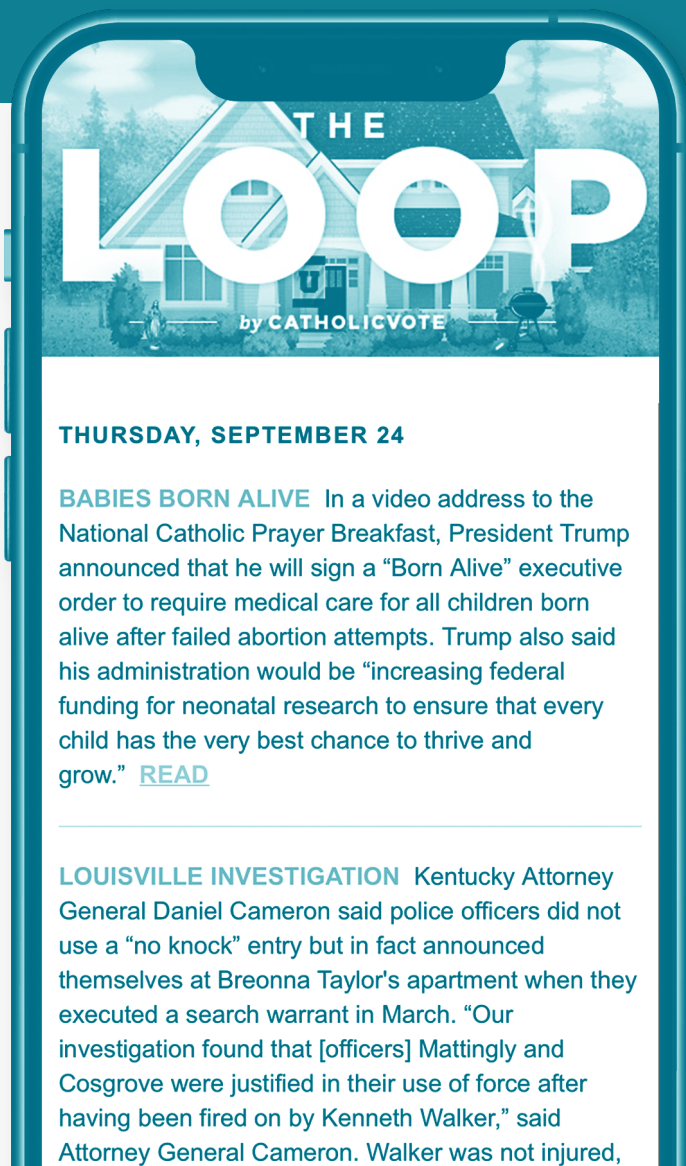
The LOOP is quickly becoming the most popular source of daily news in the U.S. Catholic world. Many readers turn to the LOOP as their primary source of news. The number of LOOP subscribers doubled in 2020.

Our social media posts allow us to quickly communicate important and relevant news with our followers. Our content is highly engaging and brings in hundreds of new followers each week. In 2020, Instagram more than doubled in followers. We also use videos to educate and to tell interesting stories that connect with our Catholic audience.

The programming team added three associates in 2020: a social media and graphic design manager, a project manager, and a video specialist.



128,167 LOOPERS
+67,000 since 01/01/2020



OVER 49M
LOOP EMAILS SENT

48% OPEN RATE
That's **2.8x** better than the industry average.

SOCIAL MEDIA

75M PEOPLE
REACHED

13M VIDEO
VIEWS

THOUSANDS
OF PRESS MENTIONS

281,783
FOLLOWERS

TOP
POST



When you speak the truth,
you don't need notes.

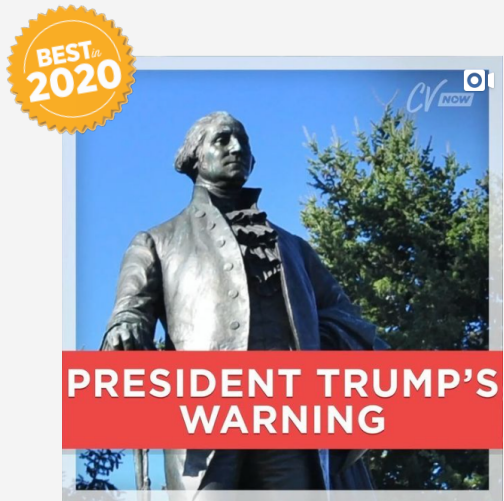
1,100,000+
PEOPLE REACHED

TOP
TWEET



132,400+
VIEWS

TOP
VIDEO



CATHOLICS, President
Trump has something to
say to you!

1,182,000+
VIEWS

REAL COMMENTS FROM OUR FANS



CatholicVote

3 hrs • 



Diane Curry Burkert

I am so proud of the Catholic laity on this site ... I thank you.

1h

Like

Reply

 59



Teresita Aguirre

thank you CatholicVote people. Sending my Love and best wishes. Good job!

1h

Like

Reply

 67



Heidys Yepe

Thank you for the work you do.

1h

Like

Reply

 127



Tina Zski

Beautiful thank you for posting this!

2hrs

Like

Reply

 27



Diana Brantner Halsey

The reason Wisconsin went RED in 2016 was largely due to CatholicVote, they identified large groups of Catholics who had not voted in decades, got them registered and to the poles. The large Catholic population in Wisconsin turned the tide.

2hrs

Like

Reply

 127



Katherine

Oh @catholicvote I just love you

3hrs

Like

Reply

 81



Monica Windham

Thank you for speaking truth!

3hrs

Like

Reply

 27

10

11

VOTER OUTREACH

Mobilizing Catholic Voters.

VOTER MOBILIZATION

CatholicVote's 2020 field program accomplished our goal of building the largest Catholic voter mobilization program ever.

Using advanced digital technology, we identified 2.7 million Catholic voters in seven key states: Arizona, Florida, Michigan, Nebraska (targeting the electoral vote in NE-02), North Carolina, Pennsylvania, and Wisconsin.

Our team of 20 field directors recruited an army of volunteers from parishes in every corner of their respective states. These volunteers, many of whom served as local captains, made live, individual, personal phone calls to Catholics in their states. They also sent peer-to-peer texts, helped with voter registration efforts, hosted calling parties, recruited friends and family to join the effort, and rallied their fellow parishioners to vote in the 2020 elections.



2020 ELECTIONS

2.7M CATHOLICS
IDENTIFIED CATHOLIC VOTERS

1.2M CALLS
PERSONAL PHONE CALLS

3M TEXTS
INDIVIDUAL PEER-TO-PEER
TEXTS SENT

3K VOLUNTEERS
RECRUITED & ENGAGED

GEORGIA RUNOFF



We made 204,795 direct voter contacts (via phone, text, or postcard), and roughly 103,000 unique households contacts (via phone, text, or postcard).

In the Georgia runoffs, we activated our existing volunteer bases in our top three states – Florida, Michigan, and Pennsylvania – to make phone calls to Georgia voters. We made 74,335 live phone calls and sent 126,959 peer-to-peer text messages in about a month. We also had volunteers from around the country hand-write postcards to 13,000 Georgia voters.



FUNDRAISING

New Revenue Streams

AMAZING DONORS

2020 was a year of many fundraising accomplishments for CatholicVote in the areas of new revenue, growth in numbers of new monthly and major donors, team growth, and infrastructure improvements.

It was a record year for the mission in terms of total contributions. It was also a year of significant growth in the number of monthly donors and new commitments from benefactors. We also held a successful fundraiser in Florida with a group of local CatholicVote supporters and a number of successful digital donor events.

We added two new staff members to the Development team. We updated our Case for Support ministry marketing brochure and made many systems and vendor upgrades to better facilitate future growth.

A faint, orange-tinted image of the Statue of Liberty is visible in the background of the left sidebar.

**MAKING A
DIFFERENCE**

2021

NEW ADVENTURES

Educating Catholics

In 2021 we will launch a new, comprehensive online learning platform to help Catholics understand the principles of Catholic social teaching and apply them to contemporary policy and political debates.

The LOOP and the Champions Club

Growing the number of LOOP subscribers and monthly donors in 2021 is a major goal.

Legal Advocacy

We are actively involved in a lawsuit that many legal scholars have suggested is the greatest threat to *Roe v. Wade*.

Catholics on the Ground

We will leverage our 2020 voter mobilization success to create a network of permanent, local chapters of dedicated CatholicVote volunteers.

YOU MOTIVATE US!

“CatholicVote gives me hope for the future of my children and grandchildren.”

SUE R.

“I can’t imagine life without the Loop!”

CARRIE B.

“CV gives me the ammunition I need to stand up to the secular culture.”

ERIC D.

“Even though I am not Catholic, I never miss reading the Loop. It is the best news source I have. Keep up the good work.”

BUD W.



CATHOLICVOTE.ORG

CATHOLICVOTE CIVIC ACTION IS INSPIRED AND ORGANIZED BY FAITHFUL CATHOLIC LAITY. FOR THIS REASON, WE DO NOT CLAIM TO SPEAK FOR ANY INDIVIDUAL BISHOP OR THE UNITED STATES CONFERENCE OF CATHOLIC BISHOPS. WE REPRESENT THE VOICES OF MILLIONS OF CATHOLICS ACROSS AMERICA WHO SEEK TO RENEW OUR COUNTRY AND OUR CULTURE, IN FULL COMMUNION WITH AND 100% FAITHFUL TO THE MAGISTERIUM OF THE CATHOLIC CHURCH.

CATHOLICVOTE CIVIC ACTION IS A 501(C)4 ORGANIZATION.
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