




A FOCUS ON THE FAMILY AFFILIATE



**TRANSFORMING CULTURE THROUGH  
BIBLICAL CITIZENSHIP**

**IMPACT REPORT**

A photograph of four people (two men and two women) standing in front of the United States Capitol building. They are all smiling and holding a light blue sign. The man on the far left is wearing a dark suit and glasses. The man next to him is wearing a blue button-down shirt. The woman on the far right is wearing a bright red blazer. The woman on the far left is wearing a black top. The background shows the iconic dome of the Capitol building under a clear blue sky. An American flag is visible on a tall pole to the right. A white SUV is parked in the lower right corner.

Don't use our money  
to violate our morals.

# WELCOME TO CITIZENLINK®—A FAMILY ADVOCACY ORGANIZATION AFFILIATED WITH FOCUS ON THE FAMILY®.

Here at CitizenLink, our goal is to inspire men and women to live out biblical citizenship that transforms culture—and we do that by providing a biblical perspective on the social issues of the day, as well as resources to equip concerned citizens to make their voices heard on behalf of families and family values.

But, perspective and resources alone aren't enough. We need the active involvement of pro-family Americans in order to transform culture to respect and uphold marriage, life and religious liberty.

I hope you'll take a few moments to read about our efforts in 2010 and the enormous impact we were able to have because of concerned citizens like you who make their voices heard, pray for us and our nation, and support us financially. Thank you for joining with us in transforming culture!

Sincerely,



Tom Minnery  
Senior Vice President

**On the cover: Capitol Hill  
press conference and delivery of  
150,000 CitizenLink petitions  
opposing abortion funding  
in the health care bill.**

**Pictured (left to right): Reps. Joe  
Pitts (Pa.), Mike Pence (Ind.), Louie  
Gohmert (Texas), Chris Smith (N.J.),  
and Mike Coffman (Colo.); Tom  
Minnery, senior vice president of  
CitizenLink; Reps. Tom Price (Ga.) and  
Lincoln Davis (Tenn.); Doug Johnson,  
legislative director of National Right  
to Life; and Wendy Wright, president  
of Concerned Women for America.**

# FOCUS ON THE FAMILY ACTION™ BECOMES CITIZENLINK®

If you've been wondering about our name and logo change this year, you're not alone. In May, we announced that Focus on the Family Action would become CitizenLink, a move that came after careful consideration and preparation.

The CitizenLink name is not a new one. You probably already know that CitizenLink is the name of our issues-oriented website (CitizenLink.com) and the daily news e-mail update. CitizenLink is also the name you hear when the Focus on the Family® daily radio program addresses policy-oriented issues. And, of course, the name is rooted in *Focus on the Family Citizen*® magazine—the Focus on the Family publication that carries various CitizenLink policies and news features. Simply put, the new

name has helped ease and streamline communication.

It's also a strategic move to strengthen the ability of both Focus on the Family and CitizenLink to fulfill their unique, yet complementary missions of providing time-tested guidance. Focus on the Family continues to provide resources that help your family thrive; CitizenLink empowers you and other concerned citizens to make a difference in social policy and culture on behalf of life, marriage and family.

In short, CitizenLink's biblical principles remain unchanged, along with our commitment to the work of advancing pro-family, pro-marriage, pro-life values in our country.



A FOCUS ON THE FAMILY AFFILIATE

# EQUIPPING CITIZENS TO TRANSFORM CULTURE

WE ENCOURAGE YOU TO TAKE ADVANTAGE OF THESE RESOURCES WHICH OFFER PRO-FAMILY ANALYSIS AND WAYS TO TRANSFORM CULTURE.

## WEBSITE

CitizenLink.com—a wealth of information on issues that impact the family, helping you make a difference in your culture.

## CITIZENLINK DAILY UPDATE

Provides pro-family news and videos, along with easy action steps.

## PETITIONS AND VOTER GUIDES

Sign a petition or compare and contrast the candidates you'll see on your ballot—available through CitizenLink.com.

## STATE GROUPS

More than three dozen family policy councils advocate for the family in their states. Check CitizenLink.com to connect with your state group.



From top to bottom: The newly redesigned CitizenLink website—CitizenLink.com and Daily Update e-mail; images of CitizenLink Report and Stoplight® online videos.

## TRANSFORMING CULTURE ... STATE BY STATE

In 2010, CitizenLink equipped concerned citizens to make their voices heard on behalf of family values, through 99 campaigns in 49 states and the District of Columbia, including:

- Supporting 7 Religious Liberty Amendments (as well as a religious liberty law that was passed in Louisiana);
- Upholding marriage as the union of one man and one woman by helping defeat same-sex marriage or civil unions in 4 states; and
- Protecting life—efforts to protect preborn babies and their mothers were successful in 17 states in 2010.

CitizenLink worked with the state-based Family Policy Councils to motivate pro-family Americans to take action on state legislation and ballot issues through the following:

- 11 mailings to almost 200,000 constituents in 10 states;
- 29 e-mail blasts to almost 1 million constituents in 25 states;
- 106 CitizenLink state-only e-mail alerts to more than 1 million subscribers in 49 states;
- 9 special, state-only radio messages on the “Focus on the Family” daily broadcast;
- 8 radio ads airing in 5 states; and
- 4 pastors’ events.



CitizenLink spokespersons appearing on national news networks. From top to bottom: Carrie Gordon Earll, Candi Cushman and Bruce Hausknecht.

## STATE ELECTION RESULTS

In September and October, CitizenLink worked in association with Family Policy Councils on comprehensive, strategic election campaigns in 9 states, targeting nearly 90 seats to shift legislatures to be more friendly to pro-marriage, pro-family policies.

These efforts achieved a 74 percent success rate in individual races and resulted in pro-marriage Legislatures in Indiana, Pennsylvania and New Hampshire—states currently without Marriage Protection Amendments (and, in the case of New Hampshire, where same-sex marriage is currently legal). Our involvement included direct monetary support of the Family Policy Councils in these states, as well as communication with our constituents and the public about the candidates and their positions on family issues.

In addition, CitizenLink joined the Iowa Family Policy Center Action, Iowa For Freedom, FRC Action and the National Organization for Marriage to oppose the retention bids of three of the Iowa state Supreme Court justices who forced same-sex marriage on Iowa in 2009. CitizenLink produced and aired two radio ads urging Iowans to hold the justices accountable for their activist decision. And, for the first time since Iowa adopted the judicial merit system in 1962, all three justices were turned out of office!



Election postcards sent to Pennsylvania and Indiana families in partnership with Pennsylvania Family Council and Indiana Family Action.



“TO BE ABLE TO PUT A FACE ON THAT BABY HUMANIZES THIS PROCESS AND REALLY ALLOWS THE MOTHER TO CONNECT. ULTRASOUND IS ONE OF THE ULTIMATE EXAMPLES OF INFORMED CONSENT BECAUSE YOU ARE SEEING WHAT YOU ARE GIVING PERMISSION TO HAPPEN.”<sup>1</sup>

CARRIE GORDON EARLL  
CITIZENLINK SPOKESWOMAN

## PROTECTING LIFE IN THE STATES

Efforts to protect preborn babies and their mothers were successful in 17 states in 2010 and were largely advanced by the state Family Policy Councils. CitizenLink worked with these groups to promote life-affirming legislation, including:

- Parental notification before a minor daughter makes the life-altering decision to have an abortion (Alaska Ballot Measure 2);
- Legislation giving women the opportunity to see their preborn babies by ultrasound before making an abortion decision (4 states);
- Laws strengthening abortion clinic requirements for reporting and providing women with the information they need to give informed consent before having an abortion and providing for out-of-compliance abortion clinics to be shut down by a state Department of Health and Human Services (5 states); and
- A ban on abortions after 20 weeks, based on the preborn baby’s ability to feel pain (Nebraska).

1. [www.nytimes.com/2010/05/28/health/policy/28ultrasound.html](http://www.nytimes.com/2010/05/28/health/policy/28ultrasound.html)



## ABORTION IS **NOT** HEALTH CARE

The most galvanizing federal issue for pro-family Americans was the inclusion of taxpayer funding of abortion in the health care reform bill. CitizenLink invested an enormous amount of effort in magnifying the voices of pro-life citizens in opposition to abortion funding, and then in equipping voters to hold accountable pro-life legislators who voted for the final health care bill, which ultimately included funding for abortion.

**During the months-long health care debate, CitizenLink reached pro-life citizens with:**

- More than 3 million e-mails;
- More than 200,000 pieces of mail;
- Broadcasts on the Focus on the Family daily program;
- More than 150,000 petitions which we delivered to Congress during a Capitol Hill press conference, joined by many pro-life allies and Members of Congress;
- Numerous “whistle stops” in Indiana on the “Abortion is Not Healthcare” bus tour hosted by our friends at the Susan B. Anthony List; and
- Nearly 120,000 phone calls directly “patched through” to the offices of key swing-vote legislators.



Tom Minnery speaking about abortion funding in the health care bill during the Susan B. Anthony List bus tour in Indiana.

## ... ON CAPITOL HILL

Since the 2008 election, the agenda being advanced by President Obama, House Speaker Nancy Pelosi and Senate Majority Leader Harry Reid was increasingly out of touch with mainstream America and the values we cherish.

During that time, CitizenLink regularly updated and called to action the men and women who care about life, marriage, family and religious liberty so they could make their voices heard in the halls of power.

CitizenLink mobilized citizens to take action on federal issues such as hate crimes; abortion funding

in the health care reform bill; the effort to repeal the “Don’t Ask, Don’t Tell” policy and its underlying federal law; the Employment Non-Discrimination Act; and the Supreme Court

nomination of Elena Kagan. Though our efforts were largely unsuccessful in directly stopping policies harmful to families, they served the

important purpose of reminding voters—and the legislators who failed to represent their constituents—that our system of government provides citizens the ability to hold politicians accountable for their actions.



Delivery of more than 150,000 petitions opposing taxpayer funding of abortion in the health care reform bill.

“AS IT STANDS,  
THE HEALTH CARE  
REFORM LAW  
PROMISES TO BE THE  
GREATEST EXPANSION  
OF ABORTION SINCE  
ROE V. WADE. PUBLIC  
OPINION IS CLEAR:  
PEOPLE DO NOT  
WANT THEIR TAX  
DOLLARS TO PAY  
FOR ABORTIONS.”

ASHLEY HORNE  
FEDERAL POLICY ANALYST



By collaborating with the state Family Policy Councils, the CitizenLinkVoter.com website provides voter guide information customized by ZIP code.



CitizenLink worked with the Susan B. Anthony List to run TV ads reminding Pennsylvania and Indiana voters that Reps. Kathy Dahlkemper (PA-3) and Joe Donnelly (IN-2) voted for the health care reform bill despite the fact that it included taxpayer funding of abortion; ultimately, Rep. Donnelly retained his seat, while Rep. Dahlkemper was defeated.

## THIS ELECTION...

This election, CitizenLink was able to target more U.S. House races (14) than ever before. We worked with the Susan B. Anthony List to run TV ads in three close races. We were also able to target eight U.S. Senate races with radio ads, mailers and e-mail blasts, as well as online resources.

### So how did we do this year?

- Pro-life, pro-marriage candidates won 10 of the 14 U.S. House races where we invested resources.
- There are approximately 80 new pro-life members of the U.S. House, and approximately 50 of them will replace pro-abortion members.
- Of the 8 Senate races we were involved in, 3 of those were victorious—Kentucky, New Hampshire and Wisconsin.

In addition to targeting specific races, your help also allowed CitizenLink to provide voter information around the country:

- CitizenLink mailed more than 800,000 voter guides throughout the nation.
- CitizenLink established two websites that provided election information, including one that created personalized voter guides based on address. The two sites had nearly a quarter of a million visitors.



## RISING VOICE

This year, CitizenLink launched a new initiative to reach Millennials—the generation of 20-somethings. This rising generation is passionate about making a difference in the world and has begun to make its mark on the political scene. However, they may not understand the importance of applying a biblical worldview to the important social issues facing our country and world.

To meet that need, Rising Voice™ was born. More than just a Millennial outreach, Rising Voice

is made up of Millennials who are connecting with their generation through engaging web content, e-mails, social networking and videos, on pressing issues such as the sanctity of human life, human trafficking, creation care, orphan care and preventable diseases. Rising Voice exists to connect the dots on these important social issues and then inspire 20-somethings to take action.

Rising Voice co-sponsored the first-ever XPAC, the Millennial

event held concurrently with CPAC (the Conservative Political Action Conference held annually in Washington, D.C., which CitizenLink co-sponsored for the first time this year), and hosted sessions on worldview and social issues. Rising Voice also exhibited at Catalyst—one of the largest gatherings for Christian young leaders in the country.

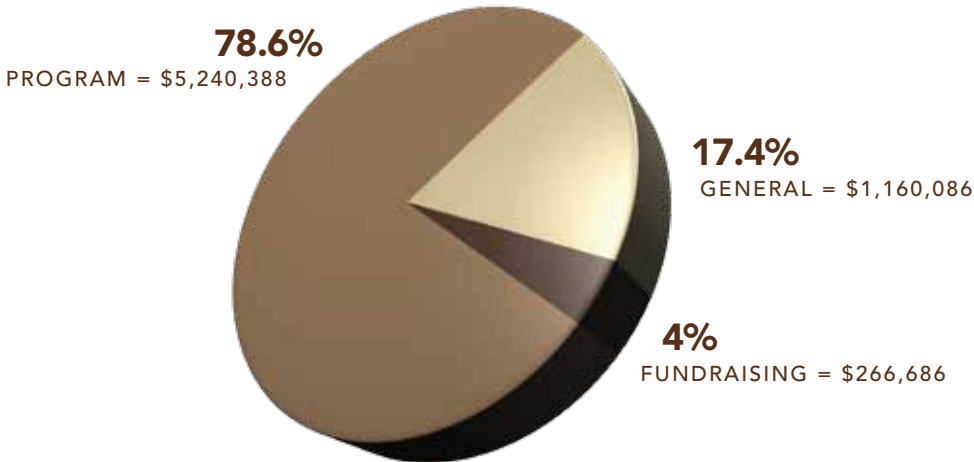
If you know a Millennial who is passionate and wants to help transform culture, please consider pointing them in the direction of [RisingVoice.com](http://RisingVoice.com) or [Facebook.com/OurRisingVoice](https://www.facebook.com/OurRisingVoice). We hope to connect, communicate and challenge them to join the “voice rising up to speak for compassion and truth in our world.”



# FINANCIAL

Thanks to faithful friends like you, CitizenLink is uniquely positioned to magnify pro-family voices at the state and federal levels, and work with other like-minded groups to expand our efforts and use resources as effectively as possible.

## CITIZENLINK EXPENDITURES FISCAL YEAR 2010 ACTUALS (NET)



**FY10 ACTUAL EXPENDITURES – \$6,667,160**

\*Financial data represents percentages taken from audited financial statements for Fiscal Year 2009, applied to Fiscal Year 2010 actual activity.

“THANK YOU FOR  
MAKING IT EASY FOR  
ME TO TAKE ACTION ON  
GOVERNMENT ISSUES.  
EVERYONE SHOULD  
HAVE ACCESS TO WHAT  
YOU SHARE!”

MARY BETH, NEW YORK



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