

NMCFP 2012 Election Impact: 8 Wins; 6 Wins Depended on NMCFP

Race	NMCFP Candidate	Opposition	NMCFP Mailers	NMCFP Turnout	Districtwide Turnout	Winner	Margin of Win	NMCFP Impact	Result
HD 4	Clahchischilliage R	Ray Begaye D	1,113	84.3%	60%	Clahchisch R	2,181	938	win
HD 7	Kelly K. Fajardo R	Andrew Barreras D	1,285	82.3%	62%	Fajardo R	77	1,057	win
HD 8	Alonzo Baldonado R	Frank A. Otero D	1,952	85.6%	68%	Baldonado R	705	1,671	win
HD 15	Chris. Saucedo R	Emily A Kane D	2,188	84.5%	69%	Kane D	314	1,848	close loss
HD 23	Paul A. Pacheco R	Marci S. Blaze D	2,191	85.4%	68%	Pacheco R	78	1,871	win
HD 24	Conrad D. James R	Elizab. Thomson D	1,946	85.3%	65%	Thomson D	270	1,659	close loss
HD 30	Nate Gentry R	Maryel. Broderick D	1,946	85.3%	64%	Gentry R	1,016	1,659	win
HD 37	Terry H. McMillan R	Joanne J. Ferrary D	1,964	80.8%	65%	McMillan R	8	1,587	win
HD 38	Dianne Hamilton R	Terry Fortenberry D	1,636	81.6%	62%	Hamilton R	1,271	1,335	win
HD 43	James W. Hall R	Stephanie Richard D	2,606	87.9%	74%	Richard D	331	2,290	close loss
HD 58	C. Spence Ezzell R	Pablo J. Martinez D	946	79.9%	52%	Ezzell R	1,505	756	win
HD 63	Steven R. Hanson R	George Dodge Jr D	991	78.9%	55%	Dodge Jr D	2,079	782	loss
SD 9	David L. Doyle R	John M. Sapien D	3,561	83.4%	69%	Sapien D	162	2,969	close loss
SD 15	H. Diane Snyder R	Daniel Ivey-Soto D	3,010	86.1%	63%	Ivey-Soto D	1,194	2,592	loss
SD 29	David C. Chavez R	Michael Sanchez D	1,917	82.6%	62%	Sanchez D	1,764	1,584	loss
SD 30	Vickie S. Perea R	Clemen. Sanchez D	1,639	83.0%	61%	Sanchez D	1,011	1,361	loss
SD 37	Cathey J. Alberson R	William P. Soules D	2,324	80.2%	64%	Soules D	773	1,863	close loss

Six conservatives would not be in the state house today without NMCFP mailers.

Interpreting the chart:

- Each row represents a 2012 NM State Legislative race.
- NMCFP (as TVAC-NM, our former name) mailed out the number of flyers listed in "NMCFP Mailers" for the candidate listed in "NMCFP candidate". As a 501c4 organization, the mailers were not a part of nor were they coordinated with the candidate's campaign. Each candidate identified with pro-family issues via our 2012 candidate survey.
- NMCFP mailers were sent to district voters identified as likely pro-life voters who voted in half or less of several elections prior to 2012, based on our software.
- After the 2012 general election, our software identified those to whom NMCFP mailed information who voted. The percentage of those voters who received mailers and voted is shown in "NMCFP Turnout", and the actual number is in "NMCFP Impact".
- Comparing "NMCFP Impact" - NMCFP voter turnout - to the candidate's "Margin of Win", it is clear that NMCFP mailers gave six pro-family candidates what they needed to win. Without the NMCFP voter turnout, they would have lost.
- NMCFP contributed to two additional wins.