



HUMAN RIGHTS CAMPAIGN®

REPEALING “DON'T ASK, DON'T TELL”

The Human Rights Campaign made repealing “Don’t Ask, Don’t Tell” a top priority. Across the country HRC took the lead in the repeal effort through grassroots organizing, lobbying, and public education through paid and earned media.



HRC'S EFFORTS INCLUDED:

- Conducting the “Voices of Honor” tour in partnership with Servicemembers United, with stops in over 50 cities nationwide and concluding with Veterans Lobby Day co-sponsored by over 70 other organizations, with hundreds of lesbian, gay and straight veterans lobbying members of Congress;
- Reaching out to new allied communities and forging new relationships by hosting a Spanish-language “Voces de Honor” event and creating the first-ever HRC Spanish-language take action page;
- Conducting the Countdown 2010 Grassroots Campaign in partnership with Servicemembers Legal Defense Network (SLDN), to encourage supporters to contact their senators through in-district meetings and written communication;
- Sending 19 million e-mails to members and supporters nationwide to take action on DADT repeal generating over 625,000 e-mails urging repeal to members of Congress;
- Gathering nearly 50,000 pro-repeal handwritten communications to Congress;
- Conducting more than 1,000 grassroots lobby visits, both in Washington, D.C., and in-district;
- Conducting polling in key districts to understand public opinion and educate decision makers;
- Placing print and online advertisements in national and local publications, including full-page ads in Politico, the Cleveland Plain Dealer (Ohio), the Boston Herald (Massachusetts), the Virginian-Pilot (Norfolk, Va.), and the Indianapolis Star (Indiana) and ads in 20 major LGBT outlets calling on key senators to put the security of our nation and our troops first;
- Holding weekly strategy meetings with coalition partners;
- Recruiting and mobilizing 20,000 veterans to speak out, holding public events and blanketing local media with pro-repeal messages to raise the issue's profile;
- Issuing a DADT editorial advisory to all newspapers in Maine, as well as the top 50 media markets nationwide;
- Calling on the Pentagon to release the report on how to integrate gays and lesbians into the military earlier than the December 1 deadline.



19 Million
E-MAILS TO MEMBERS
AND SUPPORTERS TO
TAKE ACTION

625,000
E-MAILS TO MEMBERS
OF CONGRESS

1,000
GRASSROOTS
LOBBY VISITS

20,000
PRO-REPEAL
VETERANS
IDENTIFIED

In anticipation of a vote on DADT repeal in the Senate Armed Services Committee (SASC), HRC placed emphasis on six priority states whose senators were identified as key votes on the Committee. Those states were: Florida, Indiana, Massachusetts, Nebraska, Virginia, and West Virginia. Four of those six senators voted to repeal DADT.

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STAFF
MEMBERS

After the SASC voted to repeal DADT, HRC shifted focus to the full Senate and placed emphasis on ten additional states whose senators were identified as key votes. Those states were: Alaska, Arkansas, Illinois, Maine, Montana, Nevada, New Hampshire, North Dakota, Ohio, and South Dakota. HRC placed 27 staff on the ground in the key states. HRC's efforts in all of the targeted states included:



ARKANSAS

- Over 1,000 handwritten communications made to Senators;
- Over 500 calls made to Senate offices;
- 3 in-district meetings at Senate offices;
- Identified 34 pro-repeal veterans;

FLORIDA

- Ten Voices of Honor events;
- Over 8,500 DADT postcards signed;
- Over 3,000 calls and seven in-district visits made to Sen. Nelson's offices in support of repeal;

INDIANA

- Over 500 handwritten communications made to Senators;
- Nearly 600 calls made to Senate offices;
- 3 in-district meetings at Senate offices;
- Identified 73 pro-repeal veterans;
- 4 letters printed in local newspapers;





MASSACHUSETTS

Veterans public forum on DADT held at the historic Faneuil Hall in Boston;
Over 2,600 postcards signed and over 100 hand-written letters sent to members of Congress;
Over 4,000 calls made to Sen. Brown's office;

MONTANA

Over 50 pro-repeal veterans identified and mobilized
40 calls made to Senate Offices;



NEBRASKA

Five Voices of Honor events;
Over 3,000 postcards signed and over 200 hand-written letters sent to members of Congress;
Over 4,300 calls and four in-district visits made to Sen. Nelson's office;

NEVADA

3 in-district meetings with Sen. Ensign's staff by pro-repeal veterans;
Over 200 calls made to Sen. Ensign's office;
Over 200 handwritten communications to Sen. Ensign;



NEW HAMPSHIRE

Nearly 1,100 handwritten communications to Senators;
Over 200 calls made to Sen. Gregg's office;
Identified 50 pro-repeal veterans;
1 letter printed in local newspapers;

NORTH DAKOTA

Over 600 handwritten communications to Senators;
Over 500 calls made to Senate offices;
5 in-district meetings in Senate offices with veterans
Identified 33 pro-repeal veterans;
4 letters printed in local newspapers;

OHIO

Nearly 1,500 handwritten communications to Sen. Voinovich;
Over 200 calls made to Sen. Voinovich's office;
5 in-district meetings with Sen. Voinovich's staff;
Identified dozens of pro-repeal veterans;
3 letters printed in local newspapers;



SOUTH DAKOTA

Nearly 400 handwritten communications to Senators;
Over 400 calls made to Senate offices;
2 in-district meetings in Senate offices with veterans
Identified 22 pro-repeal veterans;
6 letters printed in local newspapers;

VIRGINIA

Over 2,200 handwritten communications to Senators;
Nearly 1,700 calls made to Senate offices;
4 in-district meetings in Senate offices with veterans
Identified 177 pro-repeal veterans;

WEST VIRGINIA

Seven Voices of Honor events;
Over 1,000 postcards signed and over 100 hand-written
letters sent to members of Congress;
Over 425 calls and two in-district visits made to Sen. Byrd's
office and over 500 calls made to Sen. Manchin's office;
Two op-eds placed in local newspapers

