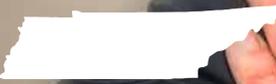


WADE MUNDAY

Tennessee Senate **District 25**

CAMPAIGN PROSPECTUS

Tennessee Roots, Tennessee Values

 www.WadeMunday.com 

TENNESSEE STATE SENATE DISTRICT 25 AT A GLANCE

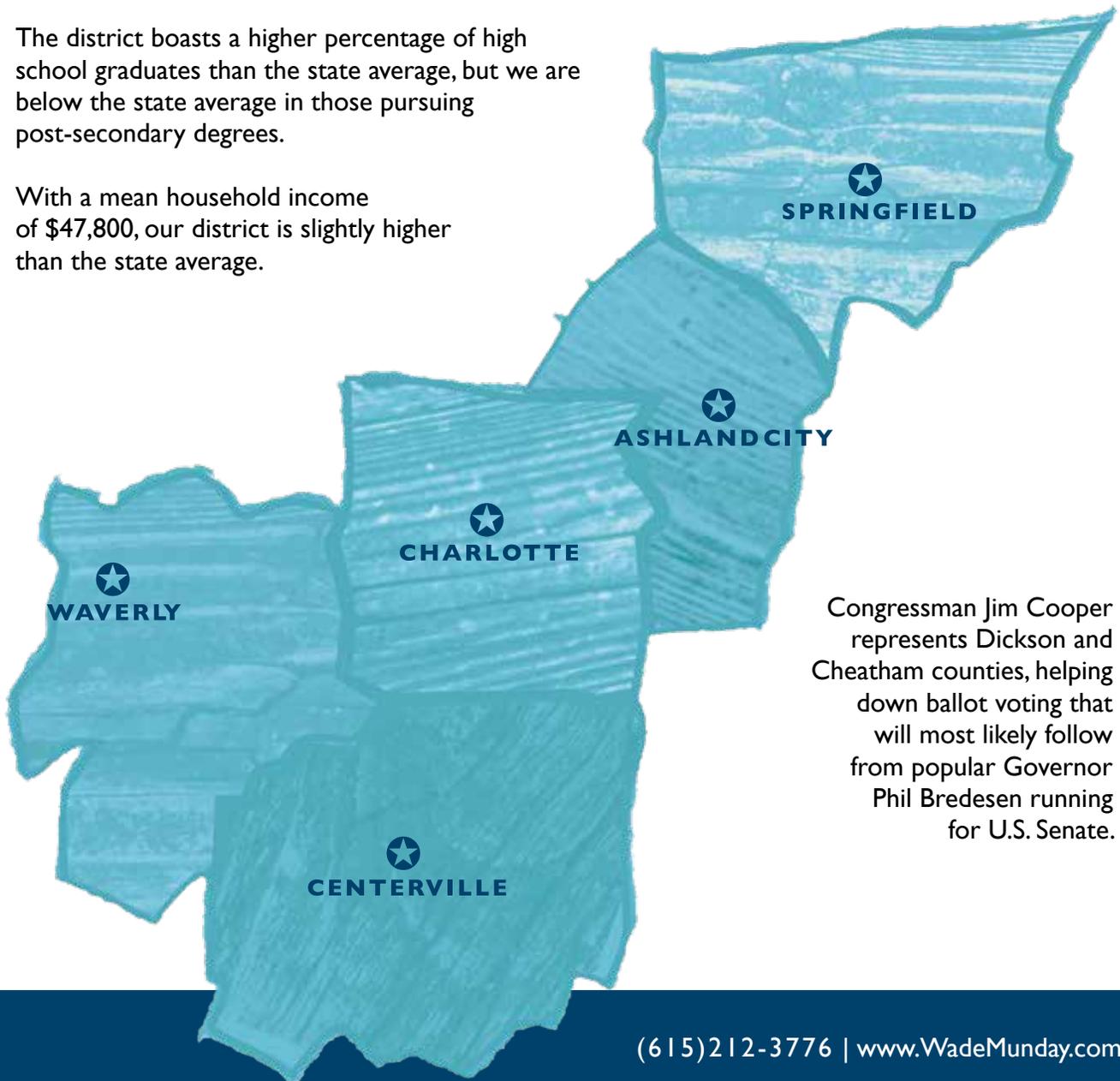
District 25 has a population of over 198,000 residents in 73,000 households, broken down as follows: **ROBERTSON COUNTY 34%, DICKSON COUNTY 25%, CHEATHAM COUNTY 21%, HICKMAN COUNTY 11%, HUMPHREYS COUNTY 10%.**

There are 18 incorporated towns and cities in the district within an hour and fifteen minute drive to Nashville.

The district is 89.6% white, 4.9% black, 3.6% Hispanic, and 0.4% Asian. While the median age within the district is 40-44, we have a higher than average population of children when compared with the rest of Tennessee and the United States, with over 24% of our population under the age of 18.

The district boasts a higher percentage of high school graduates than the state average, but we are below the state average in those pursuing post-secondary degrees.

With a mean household income of \$47,800, our district is slightly higher than the state average.



Congressman Jim Cooper represents Dickson and Cheatham counties, helping down ballot voting that will most likely follow from popular Governor Phil Bredesen running for U.S. Senate.



ABOUT WADE MUNDAY

EARLY YEARS:

Wade has deep roots in the district. His grandfather was a sharecropper and he began work on a small farm operation at 15. He went on to earn a Masters of Divinity degree from Vanderbilt University. He was called to religion and public service thinking that he might become a minister or a missionary, but turned to public service instead.

PUBLIC SERVICE:

Wade's public service includes work at an international pediatric cancer research hospital, the National Health Care for the Homeless Council, and now as the Executive Director of Tennessee Justice for Our Neighbors. Staff attorneys at Justice for Our Neighbors, originally a ministry of the United Methodist Church, help more than 500 victims of human trafficking, war, and domestic violence with humanitarian legal services each year. Wade serves on the board of the Tennessee Alliance for Legal Services and the Tennessee Women's Political Collaborative. Previously, he has been on the board of the Mary Parrish Center for Victims of Domestic Violence and Tennessee Citizen Action.

PERSONAL LIFE:

Wade lives in historic downtown Springfield, the largest city in the district, with his two children, Eleanor, 4, and Ames, 2.



WHY WADE MUNDAY WILL WIN

WADE'S PROFILE RESONATES WITH VOTERS.

Wade will fight for everyone. His priorities are tying our communities together with better roads and bridges, greater access to health care, and stronger public schools. He has real cross over appeal as a voice for all people and is deeply committed to our community.

New voters want change and the region has grown. Robertson and Dickson counties have grown by more than 4% in the last year, placing them in the top third for growth in the entire state. The Democrat lost by less than 200 votes in more than half of precincts in 2014, meaning a victory is in striking distance for a well-organized, grassroots campaign.

TENNESSEE STATE SENATE DISTRICT 25 IS READY FOR CHANGE.

District 25 is Robertson, Cheatham, Dickson, Hickman, and Humphreys counties. Hillary Clinton won 25% in precincts in the district, but the Democrats who fit the community have fared better, having recently held state House seats and serving as city and county mayors. To win, we're targeting 31,000 voters.

Roberts Has A Bad Record. Roberts voted against Governor Haslam's Medicaid Expansion program, Insure Tennessee, even after months of negotiations with the federal government. Roberts also voted against Governor Haslam's IMPROVE Act, which passed regardless and has already resulted in more than 60 bridge repairs.

HARD AT WORK WITH STRONG FUNDRAISING.

Wade is no stranger to hard work. He worked a full-time job to pay his way through college and graduate school. He began his first job on a small farm in Sumner County at 15, so he will raise money, knock doors, and work tirelessly to get his message out to voters.

The campaign is on track to fully fund its budget, with donor support coming from in-district and around the country, including early endorsements from national stakeholders like Run for Something PAC, and early support of county and city mayors throughout the district. As Treasurer of the Tennessee Democratic Party, Wade raised more than \$6 million and has strong relationships with voter and donor communities statewide. With national attention and funding from donors interested in flipping a red district with a progressive Democrat, the seat becomes highly competitive against a flawed incumbent candidate.

WADE MUNDAY'S CAMPAIGN TEAM



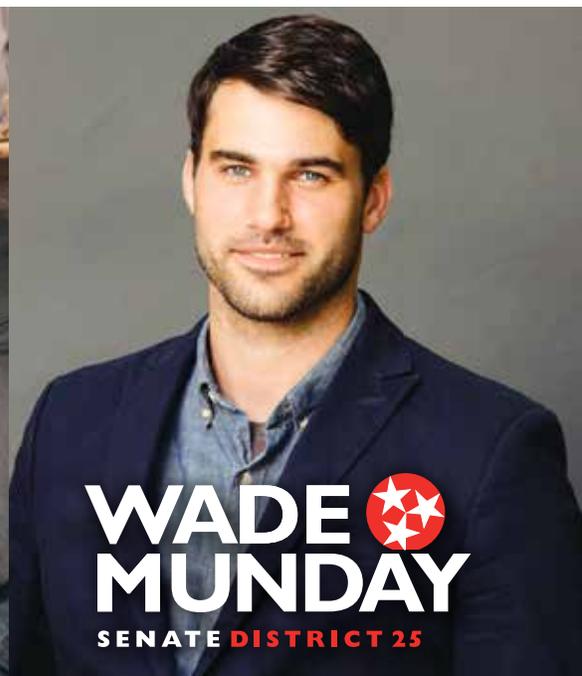
MEDIA - We create high-impact communication strategies for progressive clients and causes with a particular focus on high-quality television, radio, and digital campaigns that provoke action. Our work is rooted in data and informed by our global understanding on how modern audiences select and consume data.



MAIL - Greenlight Media Strategies partners develop and execute strategic direct mail programs for a variety of political corporate and not-for-profit clients. From drafting concepts and writing the copy to printing and delivering the mail to local post offices, Greenlight manages the process from beginning to end.



FUNDRAISING - ApaFirm is a full-service fundraising firm serving progressive political campaigns and organizations. We specialize in aggressive calltime programming and have a record of success with first-time candidates, and candidates who do not have experience raising substantial amounts of money in their past elections, especially in tough districts and in short periods of time.



WADE MUNDAY

Tennessee Senate **District 25**

CAMPAIGN PROSPECTUS



**MAKE CHECKS PAYABLE TO
FRIENDS OF WADE MUNDAY**

P.O. Box 742
Springfield, TN 37172

OR GIVE ONLINE
at WADEMUNDAY.COM

An individual may contribute a maximum amount of \$1,500 per election (the primary and the general are separate elections) to a state candidate. Multi-candidate political action committees (PACs) and corporations may contribute \$11,800 per election. Contributions or gifts to Friends of Wade Munday are not deductible for federal income tax purposes. State and Federal laws require us to use our best efforts to collect and report the name, mailing address, occupation, and name of employer for each individual whose contributions aggregate in the excess of \$100 per election cycle.



(615)212-3776 | www.WadeMunday.com

Paid for by Friends of Wade Munday | Martha Shepard, Treasurer.