

1113 MURFREESBORO ROAD  
SUITE 106-167  
FRANKLIN, TENNESSEE 37064  
DAVID FOWLER, PRESIDENT



OFFICE: (615) 591-2090  
FAX: (615) 465-8027  
INFO@FACTN.ORG  
FACTN.ORG

Certified Mail No. XXXXX

February 19, 2018

Candidate Name  
Candidate Address  
City, TN

Dear \_\_\_\_\_:

On behalf of the thousands of Tennesseans with whom we connect each week, we want to thank you for offering to serve as our next governor. Given my own experience in state government for the last twenty-three years, twelve of which were as a state senator, I know campaigns are challenging and how important the governor is to the development of sound public policy.

For twelve years, our organization has provided educational resources to our constituency, which looks to us for information about candidates on those issues at the core of our mission: marriage, family, life, and religious liberty.

During the last open gubernatorial race, we conducted video interviews and published them on our website, FACTn.org. It was a great way for the candidates to communicate with our constituency, and **we are offering you that opportunity this cycle.**

Our goal is to make available your answer to the 9 questions on the enclosure by posting the video of your answer to each of the questions at TNVoterguide.org, a website we've constructed, and on our organization's main website. To avoid any questions from viewers of favoritism based on how the process was handled, we will also post the invitation letter along with the questions you were asked to answer.

To ensure that your video communication reaches the greatest number of Tennesseans possible, we have put together an extensive social media and email plan to promote the webpages on which the videos will be posted. We'll also share links to that page with the pastors in our network in addition to the members of a Pastors' Advisory Committee, with whose formation I've been providing assistance over the last six months. I know they look forward to developing a relationship with our next governor, and I'll be happy to provide that introduction when the time comes.

Name

Date

To make this opportunity to communicate with Tennesseans as easy for you as possible, we will offer **two ways for you to participate**: You can either come by our office and we will shoot the videos, or you can shoot the videos yourself, by whatever means you choose. You can send the raw videos to us and we will post them or you can post them to your own YouTube or Vimeo channel and, when you provide the links, we will embed the links on our webpages.

Please contact our Director of Communications, Laura Bagby, at [laura.bagby@factn.org](mailto:laura.bagby@factn.org) as soon as possible to let us know of your willingness to participate, but no later than February 28th. Let Laura know whether you want to shoot your own videos or schedule with her a time to come to our office in Franklin for us to shoot the videos. It should take about an hour of your time if you stop by our headquarters.

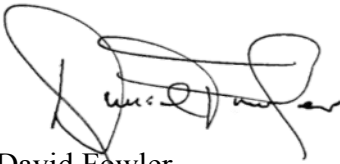
We have enclosed another document for your communications director describing the technical aspects of the video shoot process. The key thing for you to know is that the answer itself to each question must not exceed three minutes.

**Our deadline for coming by our office or sending us your videos is April 15th. We will not accept videos or links to videos after that date.**

We expect to have your videos ready and posted by May 1st.

We look forward to hearing from you and to your participation in this voter education effort.

Sincerely,

A handwritten signature in black ink, appearing to read "David Fowler", written over a horizontal line.

David Fowler