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4 Successful Strategies to Use When Running for Office as a Person With Disabilities

This article is one of the valuable resources you can find on the [Village of Bergen](#) website.

People with disabilities [make a fifth](#) of the American population. However, according to [various data](#), disabled people are hugely underrepresented in elected office. Many people with impairments are outstanding leaders in numerous communities, thanks to the additional skills they have developed throughout the years, including resilience, adaptability, creativity, and problem-solving.

Strategies to Implement When Running for Office

Studies have shown that the disability community is very [politically active](#), more so than non-disabled citizens. As a result, more and more disabled people are running for office. However, as the Philadelphia Inquirer explains, people with disabilities are [still underrepresented](#). To ensure that you run a successful campaign that will help you represent the community, you need to implement some smart strategies.

Get Involved

If you are not yet involved, [start engaging](#) in disability advocacy and other community enhancement projects in your area. Your involvement is essential for a few reasons: It intensifies your knowledge of the issues your community is facing, and it connects you with other passionate members of the community who can support you in your endeavor. Also, a record of activism and being involved in various projects shows people you know what you are talking about.

Build Your Support Team

Every candidate who runs for office needs to have a team of supporters surrounding them and helping them get the position they are aiming for. Your first step as an office runner is to build a strong team. Start by turning to loved ones, family, and community members. Share your thoughts on running for office with them, and ask them to support you. Also, make a note of their hopes from the government, and use that as a starting point for your policies and campaign.

Look for professionals that can be valuable assets to your team, including a campaign manager, a coordinator, a spokesperson, a financial advisor, a web designer, and a freelance social media advertising expert. Working with [a freelancer](#) to do the advertising part will save you time and money since you don't need to hire them as your employee. And because social media is one of the most imperative advertising means today, you should not leave it out — it's a vital tool that can make you or break you. A professional can create top-notch pictures and copies, so you attract more people and gain more votes.

Polish Your Campaign

Once you have a support team, you need to develop strategies for your campaign and make it very detailed. Start by considering your team members' input to understand [what the community needs](#) from elected officials, then figure out your limits. Do not make promises you know you won't be able to keep, so do your research before you start your campaign and share your plans with the community.

Once you know the issues you're likely to stumble upon, figure out possible ways to overcome them and include that in your campaign. Ensure you also consider the budget, a plan for how to publicize yourself, and any research you can find on the efficiency of including these types of services. This will make your campaign stronger and offers it more consensus fallacy.

Be Visible

You'll need all of your team and community to help you operate a [successful campaign](#), so make sure to gain the support of your district by getting out as much as possible and volunteering. You can also hold events within the limits of the area's regulations, like

neighborhood cleanups. By being an active member of the community, people will recognize you and form a personal connection with your platform.

The Bottom Line

As you do your research, get to know the community's needs, strategize, and keep an open mind, you'll be able to understand what you need to do, what to advocate, and how to change certain things in the district if you win. Find a supportive team to help you with your campaign, use social media to spread your message, and confidently run for office to make a difference.