

VOTING CAMPAIGN 2018

#PADISABILITYVOTERSMATTER2018 #WHYIVOTE

WHY A VOTING CAMPAIGN?

Over 16 million people with disabilities voted in the November 2016 election. If people with disabilities voted at the same rate as people without disabilities who have the same demographic characteristics, there would be about **2.2 million more voters**.

*"'We Belong' and have the rights under the U.S. Constitution & its amendments to live as free people."
- Facebook Comment*

OBJECTIVES OF THE CAMPAIGN:

- 1.) Increase the political participation of people with disabilities in this year's election.
- 2.) Engage Pennsylvania candidates on disability issues.
- 3.) Increase the number of people with intellectual disabilities/autism seeking to inform government officials and decision makers about the critical issues that impact their life.
- 4.) Enhance public's positive perception of people with disabilities as voters, a valued social role.

CAMPAIGN CONTRIBUTORS:

- 1.) Advocates with disabilities who serve on The Arc of PA Board of Directors.
- 2.) The Arc of PA staff and consultants, as well as advocates new to The Arc network.
- 3.) Advocates from local chapters were invited to participate in the campaign by submitting videos or words that highlight the importance of voting. Local Chapter Participants: The Arc of Philadelphia County, The Arc of Washington County, and The Arc of Chester County.

*"Vote as if your life depends on it - cause it does."
- Justin Dart*

WHY I VOTE?

As a young adult, a female, a minority, and an individual diagnosed with an intellectual disability, I strongly encourage ALL to make sure you register to vote and then cast your vote in all future elections.

 EMERALD GRAY, SELF-ADVOCATE


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Why I vote?

"I VOTE BECAUSE I WANT TO CHOOSE WHO BEST REPRESENTS ME IN GOVERNMENT AND WILL DO WHAT IS BEST FOR ME AND MY COMMUNITY AND MY COUNTRY."


 Zach Hicks, Self-Advocate

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 **The Arc.**

WHY I VOTE?

"I VOTE BECAUSE I DON'T WANT POLITICIANS TO FORGET ABOUT US."

 MICHAEL, SELF-ADVOCATE, THE ARC OF PHILADELPHIA

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OUTCOMES:

SOCIAL MEDIA IMPACT:

The social media campaign started August 23rd and ended November 6th. During that time, we've posted **41 entries** on Facebook and gained **136 new Facebook followers**, and totaled **400 Facebook shares**. Furthermore, advocates received a considerable amount of **social media support from friends and family members** throughout the campaign. The key highlights of the campaign:

Total reached: **43,842**

Total viewed: **10,237**

Top grossing post reached: **4,684**

Top grossing video reached: **5,544**

"People with disabilities are a powerful voting bloc."
- Facebook Comment

"Full inclusion at election time is the best safeguard for a democracy."
- Facebook Comment

PA MESSAGE/FALL 2018 EDITION:

The Arc of PA's quarterly newsletter printed the only known Gubernatorial and US Senate candidates' responses on key issues to the disability community. The PA Message was shared broadly via paper and electronically with all members, legislators, stakeholders and disability advocacy organizations. It was posted on our website and social media pages for the public to view.

Total number distributed through email and mail: **over 8,000**

IN TOUCH:

IN Touch is a biweekly electronic newsletter distributed to The Arc of PA members and local chapters. In Touch highlighted short vignettes throughout the month of October highlighting the reasons why people with disabilities will be voting in this year's election.

"Great job! Proud of the positive campaign and outreach achieved by The Arc of Pennsylvania."
- Facebook Comment

