

MILLENNIAL IMPACT: RUN FOR OFFICE

BY NA'ILAH
AMARU



What Does Political Representation Mean to You?

According to the Pew Research Center, in 2019, millennials will surpass Baby Boomers as the largest generation. In 2015, the U.S. Census reported more babies of color than white babies were born, reflecting the changing face of America. The challenge of our generation is transforming our demographic and population growth into political power.

This past November, an unprecedented number of millennials, minorities, and women of color ran for office and won. Still, we are not proportionally reflected in the halls of government and fall short of a representative democracy. How then, do we change the face of government and flex the political muscle of our generation? Run for office.

Make an Impact.

Public policy reflects government decisions. Who benefits, who loses, and who has the power to decide? As a rising leader, consider expanding your public service from the non-profit boardroom to the ballot. In doing so, you will literally be at the proverbial table of power.

And that matters.

As a legislative advocate I have engaged in countless conversations where nuances of policy consequences are overlooked because there are no elected

officials with the lived experience to offer a different perspective. Diversity in thought, often rooted in the identities we carry, shape our politics and the policies that govern our cities, states, and nation.

As a political operative with scars earned on the battlefield of politics, I understand how critical representation is in the corridors of power. By running for office, you are stepping into a different sphere of leadership and these tips will serve your journey as you enter politics with a purpose:

- Know your “why”
- Decide which elected position is the best fit
- Assess the political terrain
- Get comfortable asking for money (and be good at raising it)
- Grow thick skin
- Be yourself

Breaking Glass Ceilings and Building Legacies.

2019 brings America many “firsts” as history-making candidates rise to positions of power in an institution never created for us. Yet, it is not enough to be the first, if we remain the “only.” We must build as we climb and blaze new trails for those that will follow.

As a generation, we are 83 million strong. As people of color, we make up 44% of America’s largest electorate, and as women we are half the population. Now is our time to offer our skills, experience, and

passion for public service and run for office. We must lead by example and the next generation will see political leadership looks like them.

There is power in political representation. “We, the people,” must include us because nothing less than our future is at stake.

A Little About Na'ilah Amaru:
America's communities deserve meaningful engagement with a responsive government. Throughout her 15+ year career as a public servant, Na'ilah Amaru's mission has been to strengthen that engagement by driving public policy and programs that effectively address the needs of diverse constituencies – from local neighborhoods to the corridors of Capitol Hill.

As a natural bridge-builder, Amaru uses her platform to connect underserved communities with their government officials, while in turn ensuring that elected leaders never forget who they were put in government to serve: the people.

With a deep understanding of the challenges and opportunities that exist across the advocacy and public policy spectrums, Amaru has rich and diverse experience in: Nonprofits (direct service and advocacy), Government (city, state and federal), and Campaigns (electoral and issues).