

BENEFITS OF ADVOCACY

Why should an organization advocate?

There are many reasons why your organization should advocate for those you serve and the resources you protect. The following are the most cited benefits for this work.

Advocacy addresses the root causes of societal issues. A Sexual education team face in their day-to-day work several social challenges some linked with the target population and others related with the mission of your organization.

Imagine that you are standing near a swiftly flowing river and you hear a man call out for help. You struggle against the current to rescue him and get him to shore, only to hear another person calling for help. After reaching the point of exhaustion from rescuing person after person, you realize that you will have to continue to fight the current unless you walk upstream to find out why they are falling into the river and stop the cause (*adapted from a story by Irving Zola*).

You will never truly fulfill your mission unless you advocate for the systems change necessary to work out the need for target groups and your organization.

To advocate can be the master key to involve the target groups: Strengthening the social participation and Enhancing their/our emancipation in order to reinforce their/our role as Citizen.

Most policymakers (local, regional, national and International) are generalists. ***They are not experts in Sexual Education, health care, education, arts and culture. You need to be an informational resource for policymakers*** so that they understand the issues that affect your target population, your organization and Sexual Educators. This is especially true in the local, regional or national governments or international organizations boards where there is a relatively quick turnover because of term limits (*to precise: one term of four years in the Ministry of Social Affairs three terms of four years each in the city council*).

Policymakers make decisions every day that impacts the funding and regulation of your organization. Policymakers support nonprofits through tax incentives for charitable giving, grants and contracts, in-kind support, tax exemptions and special provisions. Everyday, legislation is passed or policies are adopted that directly impact the people that you serve or the resources you protect.

Policymakers, Community leaders, Artists, Journalists and Opinion makers are very well connected and can be helpful in building relationships and making connections with other leaders including funders, governmental or non governmental entities, businesses, nonprofits and faith leaders or public.

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