

ADVOCATING

ACT OF SPEAKING

Advocacy means to speak up, to plead the case of another, or to fight for a cause. Derived from the Latin word 'advocare', which means "coming to the aid of someone," advocacy is an important function of most nonprofit organizations. It describes a wide range of expressions, actions and activities that seek to influence outcomes directly affecting the lives of the people served by the organization. All nonprofits advocate to varying degrees. For some, advocacy is the focus of their work, while other organizations may use advocacy to respond to issues pertaining to their mission.

Advocacy should not be confused with lobbying. Lobbying involves attempts to influence legislation at the local, provincial or federal level. Lobbying always involves advocacy, though advocacy does not always involve lobbying.



**"It is literally true
that you can succeed
best and quickest
by helping others to
succeed."**

-Napoleon Hill

**"We rise by lifting
others."**

-Robert Ingersoll

An important aspect of advocacy is the use of our words. In Gentle Teaching, our words reflect the intention of our heart and support the impact of our actions. Answer the questions below and share them with your team.

- 1 In what ways are you individually and as a team able of advocating on behalf of those you serve.
- 2 How do your words shape the intent of your advocacy? What are the most important aspects you must keep in consideration?
- 3 Advocacy takes a lot of hard work. How form of support would you need to speak and support on behalf of others?