

ADVOCACY FOR YOUR PEOPLE

Advocacy is a cry for your people and your best attempt to bring their needs before others. Paul had an earnest desire for his people to come to Christ in every city. He was an advocate for them, and each of his epistles shows how he cried out for them. Paul said about the Philippians, “It is right that I feel this way about you because I hold you in my heart.” The French word for lawyer, *advoca*, creates a mental picture of advocacy—imagine pleading for you client in front of a jury; your goal is to convince the jury so that they become sympathetic to your cry on behalf of your client. Judgment is coming! Time is short! You passionately argue your case, and to make your case, you want to uncover every factual piece of information that will help strangers to understand your people.

Lets look at some common elements in advocacy materials, which, by the way, can come in many ways—cds, websites, floppies, newsletters, brochures, calendars, prayer towers, puzzles, pictures, etc.

Elements in Advocacy Materials

Name of the group for which you are an advocate

Type of group for which you are an advocate

People Group

People Group Population Segment

Mega-city

Mega-city Population Segment

Limited fast facts about your group—don't get carried away with demographics

Language

Primary Religion

Population

of Evangelical Congregations

of Evangelicals

Include a map which clearly shows the location of the group

Talk about the engagement status of the group; consider any combination of:

not engaged at all by evangelicals

engaged by evangelicals

engaged by evangelicals with IMB personnel facilitating

IMB personnel have been requested

engaged by IMB personnel

post-engagement partnership exists

Talk about the progress of evangelical witness and/or the IMB team

Ask penetrating questions which cause the hearer to think

Talk about the daily life of the “average” person in your group

Give your contact information—website, telephone, e-mail, address

Give the name of your organization and its contact information

Share your vision—a CPM for your people

Help them know how they can pray

Help them know what kind of person(s) are still needed on the team—long term, medium term and short-term volunteers, etc.

Use pictures, voices, sounds, testimonies

What else can you include? What ways can you present this information?