

## **Human Rights Advocacy.**

Human rights advocacy involves promoting and defending the basic rights and freedoms of all individuals, working to raise awareness, provide support to victims, and push for legal and social change, often through collaboration with organizations, governments, and international bodies.

### **What advocates do;**

Promoting and defending human rights: Advocates work to ensure that everyone's rights are respected, protected, and fulfilled.

Raising awareness: Advocates raise public awareness about human rights violations and the importance of upholding human rights standards.

Providing support to victims: Advocates offer assistance and resources to those who have experienced human rights abuses.

Pushing for legal and social change: Advocates work to influence laws, policies, and societal norms to create a more just and equitable world.

Collaborating with others: Advocates often work with human rights organizations, governments, international bodies, and grassroots groups to achieve their goals.

Engaging in various activities: Advocacy activities can include lobbying, public campaigns, litigation, grassroots organizing, and research.

Holding governments and institutions accountable: Advocates strive to ensure that those responsible for human rights violations are held accountable.

Focusing on various issues: Human rights advocacy covers a wide range of issues, including civil liberties, political rights, social justice, and economic equality.

Using information and shifting power dynamics: Effective human rights advocacy relies on credible research and documentation of patterns of abuse, and the ability to use information strategically to shift power dynamics.

Human Rights Advocacy is as old as world itself. It started before man was created. Advocacy begins with the statement; let us make man in our Jesus. The Son Persuaded his father that let there be a creature in their own image and that culminated into the creation of man.

### **The Biblical Account of Advocacy.**

Genesis 1:26-27 states that God said, "Let us make mankind in our image, in our likeness, so that they may rule over the fish in the sea and the birds in the sky, over the livestock and all the wild animals, and over all the creatures that move along the ground," and then, "So God created mankind in his own image, in the image of God he created them; male and female he created them". Genesis 2:7 states that "Then the LORD God formed a man from the dust of the ground and breathed into his nostrils the breath of life, and the man became a living being".

### **Abraham Advocates for the lives of the people in Sodom and Gomorrah.**

**Genesis 18:20-33**

Then the Lord said, “The outcry against Sodom and Gomorrah is so great and their sin so grievous that I will go down and see if what they have done is as bad as the outcry that has reached me. If not, I will know.” The men turned away and went toward Sodom, but Abraham remained standing before the Lord. Then Abraham approached him and said: “Will you sweep away the righteous with the wicked? What if there are fifty righteous people in the city? Will you really sweep it away and not spare the place for the sake of the fifty righteous people in it? Far be it from you to do such a thing—to kill the righteous with the wicked, treating the righteous and the wicked alike. Far be it from you! Will not the Judge of all the earth do, right?” The Lord said, “If I find fifty righteous people in the city of Sodom, I will spare the whole place for their sake.” Then Abraham spoke up again: “Now that I have been so bold as to speak to the Lord, though I am nothing but dust and ashes, what if the number of the righteous is five less than fifty? Will you destroy the whole city for lack of five people?” “If I find forty-five there,” he said, “I will not destroy it.” 2Once again he spoke to him, “What if only forty are found there?” He said, “For the sake of forty, I will not do it.” Then he said, “May the Lord not be angry, but let me speak. What if only thirty can be found there?” He answered, “I will not do it if I find thirty there.” Abraham said, “Now that I have been so bold as to speak to the Lord, what if only twenty can be found there?” He said, “For the sake of twenty, I will not destroy it.” Then he said, “May the Lord not be angry, but let me speak just once more. What if only ten can be found there?” He answered, “For the sake of ten, I will not destroy it.” 33 When the Lord had finished speaking with Abraham, he left, and Abraham returned home.

### **Moses Advocates for the lives of the Israelites.**

In Numbers 21:6-8, the Israelites, having spoken against God and Moses, are punished with fiery serpents. They repent, Moses intercedes, and God instructs him to make a bronze serpent to be raised on a pole, so that anyone bitten, who looks at it, will live.

The Israelites, tired of their journey and complaining about their food, spoke against God and Moses. As a consequence, God sent "fiery serpents" (or venomous snakes) among them, and many Israelites were bitten and died. Realizing their sin, the people came to Moses and confessed, asking him to pray to God to remove the serpents. Moses prayed for the people. God instructed Moses to make a bronze serpent and set it on a pole. He stated that anyone who was bitten by a serpent and looked at the bronze serpent would live. The bronze serpent became a symbol of God's grace and the promise of salvation. Just as looking at the serpent brought healing, looking to Jesus Christ brings spiritual healing and salvation.

### **Moses Advocates for the lives of the Israelites.**

When Korah had gathered all his followers in opposition to them at the entrance to the tent of meeting, the glory of the Lord appeared to the entire assembly. 20 The Lord said to Moses and Aaron, 21 “Separate yourselves from this assembly so I can put an end to them at once.” 22 But Moses and Aaron fell facedown and cried out, “O God, the God who gives breath to all living things, will you be angry with the entire assembly when only one man sins?” 23 Then the Lord said to Moses, 24 “Say to the assembly, ‘Move away from the tents of Korah, Dathan and Abiram.’” 42 But when the assembly gathered in opposition to Moses and Aaron and turned toward the tent of meeting, suddenly the cloud covered it and the glory of the Lord appeared. 43 Then Moses and Aaron went to the front of the tent of meeting, 44 and the Lord said to Moses, 45 “Get away from this assembly so I can put an end to them at once.” And they fell facedown. 46 Then Moses said to Aaron, “Take your censer and put incense in it, along with

burning coals from the altar, and hurry to the assembly to make atonement for them. Wrath has come out from the Lord; the plague has started.” 47 So Aaron did as Moses said, and ran into the midst of the assembly. The plague had already started among the people, but Aaron offered the incense and made atonement for them. 48 He stood between the living and the dead, and the plague stopped. 49 But 14,700 people died from the plague, in addition to those who had died because of Korah. 50 Then Aaron returned to Moses at the entrance to the tent of meeting, for the plague had stopped

### **Moses saves the Israelites again from the Wrath of God through Advocacy.**

Exodus 32:7-14

7 Then the Lord said to Moses, “Go down, because your people, whom you brought up out of Egypt, have become corrupt. 8 They have been quick to turn away from what I commanded them and have made themselves an idol cast in the shape of a calf. They have bowed down to it and sacrificed to it and have said, ‘These are your gods, Israel, who brought you up out of Egypt.’ 9 “I have seen these people,” the Lord said to Moses, “and they are a stiff-necked people. 10 Now leave me alone so that my anger may burn against them and that I may destroy them. Then I will make you into a great nation.” 11 But Moses sought the favour of the Lord his God. “Lord,” he said, “why should your anger burn against your people, whom you brought out of Egypt with great power and a mighty hand? 12 Why should the Egyptians say, ‘It was with evil intent that he brought them out, to kill them in the mountains and to wipe them off the face of the earth’? Turn from your fierce anger; relent and do not bring disaster on your people. 13 Remember your servants Abraham, Isaac and Israel, to whom you swore by your own self: ‘I will make your descendants as numerous as the stars in the sky and I will give your descendants all this land I promised them, and it will be their inheritance forever.’” 14 Then the Lord relented and did not bring on his people the disaster he had threatened.

### **Prophetess Ellen G white on the redemption of man.**

In her Book titled “the Story of Redemption”, Ellen Gourd White writes; Sorrow filled heaven, as it was realized that man was lost and that world which God had created was to be filled with mortals doomed to misery, sickness, and death, and there was no way of escape for the offender. The whole family of Adam must die. I saw the lovely Jesus and beheld an expression of sympathy and sorrow upon His countenance. Soon I saw Him approach the exceeding bright light which enshrouded the Father. Said my accompanying angel, He is in close converse with His Father. The anxiety of the angels seemed to be intense while Jesus was communing with His Father. Three times He was shut in by the glorious light about the Father, and the third time He came out from the Father, His person could be seen. His countenance was calm, free from all perplexity and doubt, and shone with benevolence and loveliness, such as words cannot express.

He then made known to the angelic host that a way of escape had been made for lost man. He told them that He had been pleading with His Father, and had offered to give His life a ransom, to take the sentence of death upon Himself, that through Him man might find pardon; that through the merits of His blood, and obedience to the law of God, they could have the favour of God and be brought into the beautiful garden and eat of the fruit of the tree of life.

At first the angels could not rejoice, for their Commander concealed nothing from them, but opened before them the plan of salvation. Jesus told them that He would stand between the

wrath of His Father and guilty man, that He would bear iniquity and scorn, and but few would receive Him as the Son of God. Nearly all would hate and reject Him. He would leave all His glory in heaven, appear upon earth as a man, humble Himself as a man, become acquainted by His own experience with the various temptations with which man would be beset, that He might know how to succour those who should be tempted; and that finally, after His mission as a teacher would be accomplished, He would be delivered into the hands of men and endure almost every cruelty and suffering that Satan and his angels could inspire wicked men to inflict; that He would die the cruellest of deaths, hung up between the heavens and the earth as a guilty sinner; that He would suffer dreadful hours of agony, which even angels could not look upon, but would veil their faces from the sight. Not merely agony of body would He suffer, but mental agony, that with which bodily suffering could in no wise be compared. The weight of the sins of the whole world would be upon Him. He told them He would die and rise again the third day, and would ascend to His Father to intercede for wayward, guilty man.

The angels prostrated themselves before Him. They offered their lives. Jesus said to them that He would by His death save many, that the life of an angel could not pay the debt. His life alone could be accepted of His Father as a ransom for man. Jesus also told them that they would have a part to act, to be with Him and at different times strengthen Him; that He would take man's fallen nature, and His strength would not be even equal with theirs; that they would be witnesses of His humiliation and great sufferings; and that as they would witness His sufferings and the hatred of men toward Him, they would be stirred with the deepest emotion, and through their love for Him would wish to rescue and deliver Him from His murderers; but that they must not interfere to prevent anything they should behold; and that they should act a part at His resurrection; that the plan of salvation was devised, and His Father had accepted the plan.

With a holy sadness Jesus comforted and cheered the angels and informed them that hereafter those whom He should redeem would be with Him, and that by His death He should ransom many and destroy him who had the power of death. And His Father would give Him the kingdom and the greatness of the kingdom under the whole heaven, and He would possess it forever and ever. Satan and sinners would be destroyed, nevermore to disturb heaven or the purified new earth. Jesus bade the heavenly host be reconciled to the plan that His Father had accepted and rejoice that through His death fallen man could again be exalted to obtain favour with God and enjoy heaven.

Then joy, inexpressible joy, filled heaven. And the heavenly host sang a song of praise and adoration. They touched their harps and sang a note higher than they had done before, for the great mercy and condescension of God in yielding up His dearly Beloved to die for a race of rebels. Praise and adoration were poured forth for the self-denial and sacrifice of Jesus; that He would consent to leave the bosom of His Father and choose a life of suffering and anguish, and die an ignominious death to give life to others.

Said the angel, "Think ye that the Father yielded up His dearly beloved Son without a struggle? No, no. It was even a struggle with the God of heaven, whether to let guilty man perish, or to give His beloved Son to die for him." Angels were so interested for man's salvation that there could be found among them those who would yield their glory and give their life for perishing man, "But," said my accompanying angel, "that would avail nothing. The transgression was so great that an angel's life would not pay the debt. Nothing but the death and intercessions of His Son would pay the debt and save lost man from hopeless sorrow and misery."

But the work of the angels was assigned them, to ascend and descend with strengthening balm from glory to soothe the Son of God in His sufferings and minister unto Him. Also, their work would be to guard and keep the subjects of grace from the evil angels and the darkness constantly thrown around them by Satan. I saw that it was impossible for God to alter or change His law to save lost, perishing man; therefore, He suffered His beloved Son to die for man's transgression.

Satan again rejoiced with his angels that he could, by causing man's fall, pull down the Son of God from His exalted position. He told his angels that when Jesus should take fallen man's nature, he could overpower Him and hinder the accomplishment of the plan of salvation.

I was shown Satan as he once was, a happy, exalted angel. Then I was shown him as he now is. He still bears a kingly form. His features are still noble, for he is an angel fallen. But the expression of his countenance is full of anxiety, care, unhappiness, malice, hate, mischief, deceit, and every evil. That brow which was once so noble, I particularly noticed. His forehead commenced from his eyes to recede. I saw that he had so long bent himself to evil that every good quality was debased, and every evil trait was developed. His eyes were cunning, sly, and showed great penetration. His frame was large, but the flesh hung loosely about his hands and face. As I beheld him, his chin was resting upon his left hand. He appeared to be in deep thought. A smile was upon his countenance, which made me tremble, it was so full of evil and satanic slyness. This smile is the one he wears just before he makes sure of his victim, and as he fastens the victim in his snare, this smile grows horrible.

### **Mordecai and Esther advocates for the Jews.**

The Book of Esther tells us of how Mordecai and his cousin Esther advocated for the rights of their fellow Jews and they themselves when Haman the Agagite Made a plot to kill them during the reign of King Ahasuerus. Haman's Plot to Destroy the Jews. Esther chapter 3,4,5,6,7,8.

After these events, King Xerxes honoured Haman son of Hammedatha, the Agagite, elevating him and giving him a seat of honour higher than that of all the other nobles. All the royal officials at the king's gate knelt down and paid honour to Haman, for the king had commanded this concerning him. But Mordecai would not kneel down or pay him honour.

Then the royal officials at the king's gate asked Mordecai, "Why do you disobey the king's command?" 4 Day after day they spoke to him but he refused to comply. Therefore, they told Haman about it to see whether Mordecai's behaviour would be tolerated, for he had told them he was a Jew. When Haman saw that Mordecai would not kneel down or pay him honour, he was enraged. 6 Yet having learned who Mordecai's people were, he scorned the idea of killing only Mordecai. Instead, Haman looked for a way to destroy all Mordecai's people, the Jews, throughout the whole kingdom of Xerxes. In the twelfth year of King Xerxes, in the first month, the month of Nisan, the pur (that is, the lot) was cast in the presence of Haman to select a day and month. And the lot fell on[a] the twelfth month, the month of Adar. Then Haman said to King Xerxes, "There is a certain people dispersed among the peoples in all the provinces of your kingdom who keep themselves separate. Their customs are different from those of all other people, and they do not obey the king's laws; it is not in the king's best interest to tolerate them. 9 If it pleases the king, let a decree be issued to destroy them, and I will give ten thousand talents[b] of silver to the king's administrators for the royal treasury." So, the king took his

signet ring from his finger and gave it to Haman son of Hammedatha, the Agagite, the enemy of the Jews. “Keep the money,” the king said to Haman, “and do with the people as you please.” Then on the thirteenth day of the first month the royal secretaries were summoned. They wrote out in the script of each province and in the language of each people all Haman’s orders to the king’s satraps, the governors of the various provinces and the nobles of the various peoples. These were written in the name of King Xerxes himself and sealed with his own ring. Dispatches were sent by couriers to all the king’s provinces with the order to destroy, kill and annihilate all the Jews—young and old, women and children—on a single day, the thirteenth day of the twelfth month, the month of Adar, and to plunder their goods. A copy of the text of the edict was to be issued as law in every province and made known to the people of every nationality so they would be ready for that day. The couriers went out, spurred on by the king’s command, and the edict was issued in the citadel of Susa. The king and Haman sat down to drink, but the city of Susa was bewildered. Mordecai Persuades Esther to Help. When Mordecai learned of all that had been done, he tore his clothes, put on sackcloth and ashes, and went out into the city, wailing loudly and bitterly. But he went only as far as the king’s gate, because no one clothed in sackcloth was allowed to enter it. In every province to which the edict and order of the king came, there was great mourning among the Jews, with fasting, weeping and wailing. Many lay in sackcloth and ashes.

When Esther’s eunuchs and female attendants came and told her about Mordecai, she was in great distress. She sent clothes for him to put on instead of his sackcloth, but he would not accept them. 5 Then Esther summoned Hathak, one of the king’s eunuchs assigned to attend her, and ordered him to find out what was troubling Mordecai and why. So Hathak went out to Mordecai in the open square of the city in front of the king’s gate. 7 Mordecai told him everything that had happened to him, including the exact amount of money Haman had promised to pay into the royal treasury for the destruction of the Jews. He also gave him a copy of the text of the edict for their annihilation, which had been published in Susa, to show to Esther and explain it to her, and he told him to instruct her to go into the king’s presence to beg for mercy and plead with him for her people. Hathak went back and reported to Esther what Mordecai had said. Then she instructed him to say to Mordecai, 11 “All the king’s officials and the people of the royal provinces know that for any man or woman who approaches the king in the inner court without being summoned the king has but one law: that they be put to death unless the king extends the gold scepter to them and spares their lives. But thirty days have passed since I was called to go to the king.”

When Esther’s words were reported to Mordecai, he sent back this answer: “Do not think that because you are in the king’s house you alone of all the Jews will escape. For if you remain silent at this time, relief and deliverance for the Jews will arise from another place, but you and your father’s family will perish. And who knows but that you have come to your royal position for such a time as this?”

Then Esther sent this reply to Mordecai: “Go, gather together all the Jews who are in Susa, and fast for me. Do not eat or drink for three days, night or day. I and my attendants will fast as you do. When this is done, I will go to the king, even though it is against the law. And if I perish, I perish.”

So, Mordecai went away and carried out all of Esther’s instructions. Esther’s Request to the King

On the third day Esther put on her royal robes and stood in the inner court of the palace, in front of the king's hall. The king was sitting on his royal throne in the hall, facing the entrance. When he saw Queen Esther standing in the court, he was pleased with her and held out to her the gold sceptre that was in his hand. So, Esther approached and touched the tip of the sceptre. Then the king asked, "What is it, Queen Esther? What is your request? Even up to half the kingdom, it will be given you." If it pleases the king," replied Esther, "let the king, together with Haman, come today to a banquet I have prepared for him." "Bring Haman at once," the king said, "so that we may do what Esther asks." So, the king and Haman went to the banquet Esther had prepared. As they were drinking wine, the king again asked Esther, "Now what is your petition? It will be given you. And what is your request? Even up to half the kingdom, it will be granted."

Esther replied, "My petition and my request is this: 8 If the king regards me with favour and if it pleases the king to grant my petition and fulfill my request, let the king and Haman come tomorrow to the banquet I will prepare for them. Then I will answer the king's question."

### Haman's Rage Against Mordecai

Haman went out that day happy and in high spirits. But when he saw Mordecai at the king's gate and observed that he neither rose nor showed fear in his presence, he was filled with rage against Mordecai. Nevertheless, Haman restrained himself and went home. Calling together his friends and Zeresh, his wife, Haman boasted to them about his vast wealth, his many sons, and all the ways the king had honoured him and how he had elevated him above the other nobles and officials. "And that's not all," Haman added. "I'm the only person Queen Esther invited to accompany the king to the banquet she gave. And she has invited me along with the king tomorrow. 13 But all this gives me no satisfaction as long as I see that Jew Mordecai sitting at the king's gate."

His wife Zeresh and all his friends said to him, "Have a pole set up, reaching to a height of fifty cubits, and ask the king in the morning to have Mordecai impaled on it. Then go with the king to the banquet and enjoy yourself." This suggestion delighted Haman, and he had the pole set up. Mordecai Honoured. That night the king could not sleep; so, he ordered the book of the chronicles, the record of his reign, to be brought in and read to him. It was found recorded there that Mordecai had exposed Bigthana and Teresh, two of the king's officers who guarded the doorway, who had conspired to assassinate King Xerxes.

"What honor and recognition have Mordecai received for this?" the king asked. "Nothing has been done for him," his attendants answered. The king said, "Who is in the court?" Now Haman had just entered the outer court of the palace to speak to the king about impaling Mordecai on the pole he had set up for him. His attendants answered, "Haman is standing in the court." "Bring him in," the king ordered. When Haman entered, the king asked him, "What should be done for the man the king delights to honour?" Now Haman thought to himself, "Who is there that the king would rather honour than me?" So, he answered the king, "For the man the king delights to honour, have them bring a royal robe the king has worn and a horse the king has ridden, one with a royal crest placed on its head. Then let the robe and horse be entrusted to one of the king's most noble princes. Let them robe the man the king delights to honour, and lead him on the horse through the city streets, proclaiming before him, 'This is what is done for the man the king delights to honour!'" "Go at once," the king commanded Haman. "Get the robe and the horse and do just as you have suggested for Mordecai the Jew, who sits at the

king's gate. Do not neglect anything you have recommended." So, Haman got the robe and the horse. He robed Mordecai, and led him on horseback through the city streets, proclaiming before him, "This is what is done for the man the king delights to honor!"

Afterward Mordecai returned to the king's gate. But Haman rushed home, with his head covered in grief, and told Zeresh his wife and all his friends everything that had happened to him. His advisers and his wife Zeresh said to him, "Since Mordecai, before whom your downfall has started, is of Jewish origin, you cannot stand against him—you will surely come to ruin!" 14 While they were still talking with him, the king's eunuchs arrived and hurried Haman away to the banquet Esther had prepared. Aman Impaled

So the king and Haman went to Queen Esther's banquet, and as they were drinking wine on the second day, the king again asked, "Queen Esther, what is your petition? It will be given you. What is your request? Even up to half the kingdom, it will be granted." Then Queen Esther answered, "If I have found favor with you, Your Majesty, and if it pleases you, grant me my life—this is my petition. And spare my people—this is my request. For I and my people have been sold to be destroyed, killed and annihilated. If we had merely been sold as male and female slaves, I would have kept quiet, because no such distress would justify disturbing the king." King Xerxes asked Queen Esther, "Who is he? Where is he—the man who has dared to do such a thing?"

Esther said, "An adversary and enemy! This vile Haman!" Then Haman was terrified before the king and queen. 7 The king got up in a rage, left his wine and went out into the palace garden. But Haman, realizing that the king had already decided his fate, stayed behind to beg Queen Esther for his life. Just as the king returned from the palace garden to the banquet hall, Haman was falling on the couch where Esther was reclining.

The king exclaimed, "Will he even molest the queen while she is with me in the house?" As soon as the word left the king's mouth, they covered Haman's face. Then Harbona, one of the eunuchs attending the king, said, "A pole reaching to a height of fifty cubits[b] stands by Haman's house. He had it set up for Mordecai, who spoke up to help the king." The king said, "Impale him on it!" So they impaled Haman on the pole he had set up for Mordecai. Then the king's fury subsided. he King's Edict in Behalf of the Jews

That same day King Xerxes gave Queen Esther the estate of Haman, the enemy of the Jews. And Mordecai came into the presence of the king, for Esther had told how he was related to her. The king took off his signet ring, which he had reclaimed from Haman, and presented it to Mordecai. And Esther appointed him over Haman's estate. Esther again pleaded with the king, falling at his feet and weeping. She begged him to put an end to the evil plan of Haman the Agagite, which he had devised against the Jews. 4 Then the king extended the gold sceptre to Esther and she arose and stood before him. "If it pleases the king," she said, "and if he regards me with favour and thinks it the right thing to do, and if he is pleased with me, let an order be written overruling the dispatches that Haman son of Hammedatha, the Agagite, devised and wrote to destroy the Jews in all the king's provinces. 6 For how can I bear to see disaster fall on my people? How can I bear to see the destruction of my family?" King Xerxes replied to Queen Esther and to Mordecai the Jew, "Because Haman attacked the Jews, I have given his estate to Esther, and they have impaled him on the pole he set up. Now write another decree in the king's name in behalf of the Jews as seems best to you, and seal it with the king's signet ring—for no document written in the king's name and sealed with his ring can be

revoked.” At once the royal secretaries were summoned—on the twenty-third day of the third month, the month of Sivan. They wrote out all Mordecai’s orders to the Jews, and to the satraps, governors and nobles of the 127 provinces stretching from India to Cush. These orders were written in the script of each province and the language of each people and also to the Jews in their own script and language. Mordecai wrote in the name of King Xerxes, sealed the dispatches with the king’s signet ring, and sent them by mounted couriers, who rode fast horses especially bred for the king.

The king’s edict granted the Jews in every city the right to assemble and protect themselves; to destroy, kill and annihilate the armed men of any nationality or province who might attack them and their women and children, and to plunder the property of their enemies. The day appointed for the Jews to do this in all the provinces of King Xerxes was the thirteenth day of the twelfth month, the month of Adar. A copy of the text of the edict was to be issued as law in every province and made known to the people of every nationality so that the Jews would be ready on that day to avenge themselves on their enemies. The couriers, riding the royal horses, went out, spurred on by the king’s command, and the edict was issued in the citadel of Susa.

The book of Esther gives us a practical example of Human Rights Advocacy.

### **Jesus Advocates for the security and well being of His People.**

Jesus Prays for His Disciples “I have revealed you to those whom you gave me out of the world. They were yours; you gave them to me and they have obeyed your word. Now they know that everything you have given me comes from you. For I gave them the words you gave me and they accepted them. They knew with certainty that I came from you, and they believed that you sent me. I pray for them. I am not praying for the world, but for those you have given me, for they are yours. All I have is yours, and all you have is mine. And glory has come to me through them. I will remain in the world no longer, but they are still in the world, and I am coming to you. Holy Father, protect them by the power of your name, the name you gave me, so that they may be one as we are one. While I was with them, I protected them and kept them safe by that name you gave me. None has been lost except the one doomed to destruction so that Scripture would be fulfilled. “I am coming to you now, but I say these things while I am still in the world, so that they may have the full measure of my joy within them. I have given them your word and the world has hated them, for they are not of the world any more than I am of the world. My prayer is not that you take them out of the world but that you protect them from the evil one. They are not of the world, even as I am not of it. Sanctify them by the truth; your word is truth. As you sent me into the world, I have sent them into the world. For them I sanctify myself, that they too may be truly sanctified.

### **Jesus’ Prayer for His disciples and his follower (Christians)**

20 “My prayer is not for them alone. I pray also for those who will believe in me through their message, 21 that all of them may be one, Father, just as you are in me and I am in you. May they also be in us so that the world may believe that you have sent me. 22 I have given them the glory that you gave me, that they may be one as we are one— 23 I in them and you in me— so that they may be brought to complete unity. Then the world will know that you sent me and have loved them even as you have loved me. 24 “Father, I want those you have given me to be with me where I am, and to see my glory, the glory you have given me because you loved me before the creation of the world. 25 “Righteous Father, though the world does not know you, I

know you, and they know that you have sent me. 26 I have made you known to them, and will continue to make you known in order that the love you have for me may be in them and that I myself may be in them.”

### **Advocacy in Holy Quran.**

The Quran promotes human rights advocacy by emphasizing justice, equality, and the inherent dignity of all human beings. It instructs Muslims to stand firmly for justice, even against their own interests or family, and to not discriminate against others based on race or ethnicity. The Quran also advocates for freedom of belief and worship.

Here's a more detailed look at how the Quran supports human rights advocacy:

- **Justice and Fairness:**

The Quran repeatedly emphasizes the importance of upholding justice and fairness in all matters. It instructs believers to "stand out firmly for justice, as witnesses to Allah, even if it be against yourselves, your parents, and your relatives" (Quran 4:135).

- **Equality:**

The Quran recognizes that all human beings are equal in the eyes of Allah, regardless of their race, ethnicity, or social status. It condemns discrimination based on these factors.

- **Protection from Oppression:**

The Quran advocates for the protection of individuals from oppression and injustice. It instructs believers to stand up against tyranny and injustice.

- **Freedom of Belief:**

The Quran guarantees freedom of belief and worship, stating that "there is no compulsion in religion" (Quran 2:256).

- **Human Dignity:**

The Quran recognizes the inherent dignity of all human beings, emphasizing that they are created with a purpose and have rights by virtue of being human.

In essence, the Quran's message is one of compassion, justice, and equality, which provides a strong foundation for human rights advocacy.

### **The last sermon of prophet Muhamad.**

This sermon was delivered on the Ninth day of Dhul-Hijjah, 10 A.H. (623AD) in the Uraiah valley of Mount Arafat in Mecca. It was the occasion of annual rites of Haj. It is also known as the Farewell Pilgrimage.

After praising and thanking Allah the Prophet (p.b.u.h.) began with the words:

"O People! Lend me an attentive ear, for I know not whether after this year I shall ever be amongst you again. Therefore, listen carefully to what I am saying and take these words to those who could not be present here today."

"O People! just as you regard this month, this day, this city as sacred, so regard the life and property of every Muslim a sacred trust. Return the goods entrusted to you to their rightful owners. Hurt no one so that no one may hurt you. Remember that you will indeed meet your Lord, and that he will indeed reckon your deeds."

"Allah has forbidden you to take usury, therefore all interest obligation shall henceforth be waived. Your capital is yours to keep. You will neither inflict nor suffer any inequality. Allah has judged that there shall be no interest and that all interest due to Abbas Ibn 'Aal-Muttalib be waived."

"Every right arising out of homicide in pre-Islamic days is henceforth waived and the first such right that I waive is that arising from the murder of Rabi'ah ibn al-Harithiah."

"O men! the unbelievers indulge in tampering with the calendar in order to make permissible that which Allah forbade, and to prohibit what Allah has made permissible. With Allah the months are twelve in number. Four of them are holy, there are successive and one occurs singly between the months of Jumada and Shaban."

"Beware of Satan, for the safety of your religion. He has lost all hope that he will be able to lead you astray in big things so beware of following him in small things."

"O People it is true that you have certain rights with regard to your women but they also have rights over you. Remember that you have taken them as your wives only under Allah's trust and with His permission. If they abide by your right then to them belongs the right to be fed and clothed in kindness. Do treat your women well and be kind to them for they are your partners and committed helpers. And it is your right that they do not make friends with any one of whom you do not approve, as well never to be unchaste."

"O People! listen to me in earnest, worship Allah, say your five daily prayers, fast during month of Ramadan, and give your wealth in Zakat. Perform Haj if you can afford it."

"All mankind is from Adam and Eve, an Arab has no superiority over a non-Arab nor a non-Arab has any superiority over an Arab; also, a White has no superiority over a Black nor a Black has any superiority over a White except by piety and good action. Learn that every Muslim is a brother to every Muslim and that the Muslims constitute one brotherhood. Nothing shall be legitimate to a Muslim which belongs to a fellow Muslim unless it was given freely and willingly."

"Do not therefore do injustice to yourselves. Remember one day you will meet Allah and answer your deeds. So beware, do not stray from the path of righteousness after I am gone."

"O People! No Prophet or apostle will come after me and no new faith will be born. Reason well, therefore O People! and understand words that I convey to you. I leave behind me two things, the Quran and the Sunnah and if you follow these you will never go astray."

"All those who listen to me shall pass on my words to others and those to others again; and may the last ones understand my words better than those who listen to me directly."

"O Allah, be my witness, that I have conveyed your message to Your people."

As part of this sermon, the prophet recited to them a revelation from Allah, which he had just received, and which completed the Quran, for it was the last passage to be revealed:

This day the disbeliever's despair of prevailing against your religion, so fear them not, but fear Me (Allah)! This day have I perfected for you, your religion and fulfilled My favour unto you, and it hath been My good pleasure to choose Islam for you as your religion. (Surah 5, Ayah 3)

The sermon was repeated sentence by sentence by Safwan's brother Rabiah (RA), who had powerful voice, at the request of the Prophet and he faithfully, proclaimed to over ten thousand gathered on the occasion. Towards the end of his sermon, the Prophet asked "O people, have I faithfully delivered unto you, my message?" A powerful murmur of assents "O Allah! yes! "Arose from thousands of pilgrims and the vibrant words "Allahumma Na'm," rolled like thunder throughout the valley. The Prophet raised his forefinger and said: "O Allah bear witness that I have conveyed your message to your people."

### **5 lessons for the farewell sermon:**

#### **1. "Hurt no one so that no one may hurt you."**

This is a powerful way to start the sermon. Often speakers talk about a topic and at the end they ask a question to feed introspection, however the Prophet (PBUH) in his wisdom took our attention to ourselves and immediately we are reminded to reflect on our actions. We are reminded to look inward and protect others as a way of protecting ourselves. Many psychologists repeat the refrain, "Hurt people, hurt people." Amazing how this was conveyed over 1,400 years ago. Guard your tongue, your actions, be present. The deeper lesson here is one of taqwa. Being mindful of your impact and knowing the rights of others upon you is to be free from harm, Subhan Allah.

#### **2. Keeping away from usury**

The majority of us have little idea how insidious the consumption of Riba is. Usury has led to the rise in capitalism and, with it, the idea that life needs to be lived in excess, with over-consumption and a deep drive for owning the best, biggest, and latest of every item. When we understand the severity of consuming interest reaffirms how incredible and merciful Allah is by sending us a Prophet (PBUH) to advise us, give us the chance to save our souls from the bondage of desires, and allow us to tread a path towards purification.

#### **3. Beware of Satan, for the safety of your religion**

The plot of Shaytan ever unfolding. He is a master manipulator. This piece of advice is extremely powerful because we often underestimate Shaytan. His goal is simple: sabotage your life in two ways – by harming you and by pushing you to harm others. Seek refuge in Allah be vigilant and mindful of your thoughts and actions. Remember a crucial point, shaytan works in steps. He will seldom just whisper for you to leave your religion. He will tactically beautify the haram desires and push you to weaken in your endeavours that you pursue to bring you close to Allah.

*"O you who believe! Enter perfectly in Islam (by obeying all the rules and regulations of the Islamic religion) and follow not the footsteps of Shaytan (Satan). Verily! He is to you a plain enemy."* (2:208).

#### **4. Eliminating racism**

In his sermon, the Messenger said, "All mankind is from Adam and Eve, an Arab has no superiority over a non-Arab nor a non-Arab has any superiority over an Arab; also a white has

no superiority over black nor does a black have any superiority over a white except by piety and good action.”

With the growth of the Black Lives Matter movement, the powerful advice of the Prophet (PBUH) is extremely important to heed. We are reminded of our origins and redirected to what truly matters: someone who has a heart that is attached to Allah in word and deed. This is what is truly important.

### **5. Treating women well**

This advice is extremely pertinent in our times, when the disrespect and subjugation of women is far too common. The Prophet (PBUH) advised us to be guided by kindness and honour in the treatment and status of women. It is a reminder to both men and women of the status and rights of women in Islam, and society’s duty to uphold this standard.

### **Qualities of a good Advocate.**

#### **Patience.**

Patience, or forbearance, is the ability to endure difficult or undesired long-term circumstances. Patience involves perseverance or tolerance in the face of delay, provocation, or stress without responding negatively, such as reacting with disrespect or anger. Patience is also used to refer to the character trait of being disciplined and steadfast. (Wikipedia). Patience can also be referred to as the capacity to tolerate challenges or delays without getting upset, angry or frustrated. While most of us would love to be more patient, it’s not always easy. This is especially true when we’ve been praying for something for a long time or when a friend does something that makes us angry.

2 Timothy 4:2 states; Preach the word; be prepared in season and out of season; correct, rebuke and encourage—with great patience and careful instruction.

Psalms 37:7 states; Be still before the Lord and wait patiently for him; do not fret when people succeed in their ways, when they carry out their wicked schemes.

Psalms 40:1 state; I waited patiently for the Lord; he turned to me and heard my cry.

#### **God fearing.**

Proverbs 28:9 states; If anyone turns a deaf ear to my instruction, even their prayers are detestable. Proverbs 29:25 reads: Fear of man will prove to be a snare, but whoever trusts in the Lord is kept safe. Proverbs 23:17; Do not let your heart envy sinners, but always be zealous for the fear of the Lord. Proverbs 15:33; Wisdom’s instruction is to fear the Lord, and humility comes before honour. Proverbs 15:16; Better a little with the fear of the Lord than great wealth with turmoil. Proverbs 9:10; The fear of the Lord is the beginning of wisdom, and knowledge of the Holy One is understanding.

Proverbs 1:7; The fear of the Lord is the beginning of knowledge, but fools despise wisdom and instruction. Proverbs 8:13; To fear the Lord is to hate evil; I hate pride and arrogance, evil behaviour and perverse speech.

#### **Humble.**

James 4:6 states: But he gives us more grace. That is why Scripture says: “God opposes the proud but shows favour to the humble.

### **Prayerful.**

Psalms 66:18: If I had cherished sin in my heart, the Lord would not have listened;

Nehemiah 1:10-11

10 “They are your servants and your people, whom you redeemed by your great strength and your mighty hand. Lord, let your ear be attentive to the prayer of this your servant and to the prayer of your servants who delight in revering your name. Give your servant success today by granting him favour in the presence of this man.” I was cupbearer to the king. Nehemiah 2:1-11: In the month of Nisan in the twentieth year of King Artaxerxes, when wine was brought for him, I took the wine and gave it to the king. I had not been sad in his presence before, so the king asked me, “Why does your face look so sad when you are not ill? This can be nothing but sadness of heart.” I was very much afraid, but I said to the king, “May the king live forever! Why should my face not look sad when the city where my ancestors are buried lies in ruins, and its gates have been destroyed by fire?” The king said to me, “What is it you want?” Then I prayed to the God of heaven, and I answered the king, “If it pleases the king and if your servant has found favour in his sight, let him send me to the city in Judah where my ancestors are buried so that I can rebuild it.” Then the king, with the queen sitting beside him, asked me, “How long will your journey take, and when will you get back?” It pleased the king to send me; so, I set a time. I also said to him, “If it pleases the king, may I have letters to the governors of Trans-Euphrates, so that they will provide me safe-conduct until I arrive in Judah? And may I have a letter to Asaph, keeper of the royal park, so he will give me timber to make beams for the gates of the citadel by the temple and for the city wall and for the residence I will occupy?” And because the gracious hand of my God was on me, the king granted my requests. So, I went to the governors of Trans-Euphrates and gave them the king’s letters. The king had also sent army officers and cavalry with me. When Sanballat the Horonite and Tobiah the Ammonite official heard about this, they were very much disturbed that someone had come to promote the welfare of the Israelites. I went to Jerusalem, and after staying there three days I set out during the night with a few others. I had not told anyone what my God had put in my heart to do for Jerusalem. There were no mounts with me except the one I was riding on.

Philippians 4:4-6: Rejoice in the Lord always. I will say it again: Rejoice! 5 Let your gentleness be evident to all. The Lord is nearby. 6 Do not be anxious about anything, but in every situation, by prayer and petition, with thanksgiving, present your requests to God.

### **Love.**

Exodus 32:30-34: The next day Moses said to the people, “You have committed a great sin. But now I will go up to the Lord; perhaps I can make atonement for your sin.” So, Moses went back to the Lord and said, “Oh, what a great sin these people have committed! They have made themselves gods of gold. But now, please forgive their sin—but if not, then blot me out of the book you have written.” 1 Corinthians 16:14: Let all that you do be done in love. Mathew 22:37-40 Jesus replied: “‘Love the Lord your God with all your heart and with all your soul and with all your mind. ‘This is the first and greatest commandment. And the second is like it: ‘Love your neighbours as yourself.’ All the Law and the Prophets hang on these two commandments.”

### **Accommodative and forgiving.**

Isaiah 59:2: But your iniquities have separated you from your God; your sins have hidden his face from you, so that he will not hear. Matthew 6:12-16: And forgive us our debts, as we also have forgiven our debtors. And lead us not into temptation but deliver us from the evil one.' For if you forgive other people when they sin against you, your heavenly Father will also forgive you. But if you do not forgive others their sins, your father will not forgive your sins. Mark 11:25-26: Therefore, I tell you, whatever you ask for in prayer, believe that you have received it, and it will be yours. And when you stand praying, if you hold anything against anyone, forgive them, so that your Father in heaven may forgive you your sins."

Hating those whom we seek to change will only lead us to sinning which will eventually block our prayers. An advocate must always forgive others and be willing to accommodate disappointments and insults.

### **Good communication skills.**

Good communication skills are crucial in advocacy as they enable advocates to effectively build relationships, convey complex information, persuade others, and ultimately achieve their goals by influencing decision-makers and the public. Clear and honest communication builds trust with clients, ensuring they feel heard and understood, leading to stronger relationships and better outcomes. Effective communication allows advocates to connect with and build relationships with various stakeholders, including allies, opponents, decision-makers, and the public. Advocates must be able to explain complex issues in a way that is easy for others to understand, whether it's legal arguments, policy proposals, or the needs of a particular community. Effective communication involves understanding the audience and tailoring messages accordingly, ensuring that the information is relevant and persuasive. Strong communication skills enable advocates to present their case persuasively, whether in negotiations, courtrooms, or written documents. Advocacy is about influencing and persuading individuals and institutions to change, and this requires effective communication to resonate with the target audience. Effective communication is essential for coordinating efforts within advocacy organizations and collaborating with other stakeholders. Advocates must be able to communicate effectively to build coalitions and mobilize support for their cause. Good communication skills are needed to monitor and evaluate the effectiveness of advocacy campaigns, ensuring that efforts are on track and making a difference. Lastly; Effective communication allows advocates to learn from their experiences and adapt their strategies accordingly.

### **Creative.**

A creative approach can build a stronger emotional connection and humanize a complex policy issue. Engages the media. Creative advocacy can gain the attention of local media and spread your story to a wider audience. Creative approaches / strategies are very important in Human Rights Advocacy. Just as the hunter uses different tools to kill an animal, so is the Human Rights advocate. An advocate should be so calculating and skilfully just like a leopard so skilfully approaches its prey before jumping on it.

### **Philanthropist.**

Romans 13:8: Let no debt remain outstanding, except the continuing debt to love one another, for whoever loves others has fulfilled the law. An advocate must be a lover of the man kind in order to succeed. One who has the love for the mankind will always with great alacrity Endeavor to make sure that their needs are met.

### **Compassionate.**

Ephesians 4:32: Be kind and compassionate to one another, forgiving each other, just as in Christ God forgave you. Luke 10:22-37: states; “All things have been committed to me by my father. No one knows who the son is except the father, and no one knows who the father is except the son and those to whom the son chooses to reveal him.” Then he turned to his disciples and said privately, “Blessed are the eyes that see what you see. For I tell you that many prophets and kings wanted to see what you see but did not see it, and to hear what you hear but did not hear it.”

### The Parable of the Good Samaritan

25 On one occasion an expert in the law stood up to test Jesus. “Teacher,” he asked, “what must I do to inherit eternal life?” “What is written in the Law?” he replied. “How do you read it?” He answered, “‘Love the Lord your God with all your heart and with all your soul and with all your strength and with all your mind’; and, ‘Love your neighbour as yourself.’” “You have answered correctly,” Jesus replied. “Do this and you will live.” But he wanted to justify himself, so he asked Jesus, “And who is my neighbour?” In reply Jesus said: “A man was going down from Jerusalem to Jericho, when he was attacked by robbers. They stripped him of his clothes, beat him and went away, leaving him half dead. A priest happened to be going down the same road, and when he saw the man, he passed by on the other side. So too, a Levite, when he came to the place and saw him, passed by on the other side. But a Samaritan, as he travelled, came where the man was; and when he saw him, he took pity on him. He went to him and bandaged his wounds, pouring on oil and wine. Then he put the man on his own donkey, brought him to an inn and took care of him. The next day he took out two denarii[c] and gave them to the innkeeper. ‘Look after him,’ he said, ‘and when I return, I will reimburse you for any extra expense you may have.’ “Which of these three do you think was a neighbor to the man who fell into the hands of robbers?” The expert in the law replied, “The one who had mercy on him.” Jesus told him, “Go and do likewise.

### **The Principles of Human Rights Advocacy.**

The four Cs of Advocacy.

#### **Communication:**

Effective communication involves clearly conveying your message and engaging with stakeholders, including policymakers, the public, and other relevant parties. This includes using various channels to raise awareness and share information.

Effective communication is crucial in advocacy as it allows for the clear and persuasive conveyance of messages, mobilizing support, shaping public opinion, and influencing policymakers to address issues and enact change.

Here's a more detailed explanation:

**Building Support and Raising Awareness:** Strong communication strategies are essential for raising awareness about an issue and building public support for a cause. Effective communication helps advocates connect with diverse audiences, including potential allies, opponents, and decision-makers, fostering understanding and building relationships. Clear and compelling communication helps frame issues in a way that resonates with target audiences and aligns with their values and interests.

Advocacy communication involves presenting evidence, data, and compelling narratives to support policy recommendations and influence decision-making.

Tailoring messages to specific audiences and policymakers is crucial for maximizing the impact of advocacy efforts.

Effective communication helps build relationships with policymakers, fostering trust and creating opportunities for advocacy.

Advocacy communication can encourage participation by providing opportunities for people to share their experiences, perspectives, and ideas.

Effective communication facilitates collaboration among different stakeholders, including advocates, organizations, and communities, to achieve common goals.

Advocates should be prepared to engage in dialogue, listen to feedback, and adapt their communication strategies as needed.

Using media outlets to raise awareness, share stories, and influence public opinion.

Leveraging social media platforms to connect with audiences, mobilize supporters, and share information.

Engaging in one-on-one conversations, attending meetings, and participating in public forums to build relationships and advocate for change.

Using visuals, such as infographics, videos, and images, to make information more accessible and engaging.

Sharing personal stories and narratives to humanize issues and connect with audiences on an emotional level.

### **Collaboration:**

Advocacy is often more effective when multiple individuals or organizations work together. Collaboration allows for pooling resources, expertise, and influence to achieve common goals.

- Collaboration is crucial in advocacy because it amplifies impact, broadens reach, and strengthens campaigns by pooling resources, expertise, and networks, ultimately leading to more effective and sustainable change.
- Working together allows advocates to leverage the combined strengths of multiple organizations, individuals, and communities, leading to a greater overall impact on the issue.
- Collaboration expands the reach of advocacy efforts by tapping into diverse networks, mailing lists, and community connections, ensuring that a wider audience hears about the campaign.

- When multiple organizations or stakeholders come together to advocate for a cause, it demonstrates a broader consensus and strengthens the credibility of the advocacy efforts.
- Collaboration allows for the sharing of resources, including funding, expertise, and infrastructure, making it easier for advocates to achieve their goals.
- Collaborations can provide opportunities for organizations to learn from each other, build their capacity, and develop new skills, ultimately leading to more effective advocacy.
- Collaborative advocacy allows for the development of shared goals and strategies, ensuring that all parties are working towards the same objectives and maximizing their impact.
- By engaging community members in collaborative advocacy efforts, organizations can empower them to become active participants in shaping policies and programs that affect their lives.
- Funding bodies often favour collaborative projects, recognizing the benefits of pooling resources and expertise, which can increase the chances of securing funding.
- Many complex issues require a multi-faceted approach, and collaboration allows advocates to bring together different perspectives and expertise to address these challenges effectively.
- Collaboration fosters stronger relationships between organizations and communities, which can lead to more sustainable and effective advocacy efforts.
- By working together, advocates can create more sustainable solutions that address the root causes of problems and ensure long-term impact.

### **Commitment:**

- Advocacy requires a sustained and dedicated effort. This means being persistent, proactive, and willing to invest time and resources in the cause.
- Commitment is crucial in advocacy as it fuels sustained action, builds trust, and ensures that efforts are focused on achieving long-term goals and positive outcomes, ultimately leading to meaningful social change.
- Here's a more detailed explanation of the importance of commitment in advocacy:
- Advocacy often involves long-term efforts and can face setbacks, making commitment essential for maintaining momentum and perseverance.
- A strong commitment ensures that advocates continue to work towards their goals even when facing challenges or encountering resistance.
- Commitment translates into consistent action, which is necessary to make an impact and achieve lasting change.
- Commitment demonstrates a genuine and sustained interest in the cause, which builds trust with those being advocated for and with stakeholders.
- When advocates consistently follow through on their promises and actions, they establish credibility and earn the respect of others.
- Trust is a foundation for effective advocacy, as it enables advocates to build relationships and collaborate effectively.
- Commitment allows advocates to prioritize long-term goals over short-term gains, ensuring that efforts are aligned with the overall vision for change.

- It helps to avoid burnout and maintain a clear focus on the bigger picture, which is essential for achieving lasting impact.
- By staying committed, advocates can build a strong foundation for future success and ensure that their efforts contribute to a more just and equitable world.
- Commitment fosters a sense of shared purpose and encourages collaboration among advocates, which strengthens the movement and amplifies its impact.
- When advocates are committed to working together, they are more likely to build strong relationships and networks, which are essential for effective advocacy.
- Commitment also helps to attract and retain volunteers and supporters, which is crucial for sustaining advocacy efforts over the long term.

### **Creativity.**

Creativity is vital for personal growth, problem-solving, innovation, and mental well-being, fostering both individual and societal advancement by encouraging unique perspectives and solutions.

- Creativity allows for self-expression, exploration of ideas, and the development of unique perspectives, fostering a sense of identity and purpose.
- Creative thinking helps individuals break free from conventional thought patterns, leading to innovative solutions and approaches to challenges.
- Enhanced Critical Thinking:
- Creativity encourages exploration and experimentation, which in turn sharpens critical thinking skills and the ability to analyse information from multiple angles.
- Creative expression can facilitate communication and collaboration, allowing individuals to connect with others through shared experiences and ideas.

### **The Pillars of Advocacy.**

#### **Passion,**

Passion fuels advocacy by providing the drive and determination needed to persist through challenges and achieve meaningful change. It's a key component of effective advocacy, helping advocates sustain their efforts and keep the broader goals in sight.

- Passion is the engine that motivates advocates to overcome obstacles and stay committed to their cause, even when facing setbacks or resistance. It provides the stamina to navigate complex processes like lobbying, building coalitions, and engaging with decision-makers.
- Passion helps advocates maintain focus and enthusiasm over extended periods, which is crucial for long-term advocacy campaigns. It helps them stay motivated through the often-difficult and time-consuming work of advocacy.
- Passion provides a sense of purpose and vision, helping advocates stay connected to the broader goals of their advocacy work. It allows them to see the bigger picture and stay focused on the desired outcomes.
- Passion can be contagious, inspiring others to join the cause and amplify the advocate's efforts. It can help build strong relationships with allies, volunteers, and stakeholders.

- Passion empowers advocates to speak out, share their stories, and advocate for the issues they care about. It helps them find their voice and effectively communicate their message.
- While passion is crucial, it can also lead to over-engagement and potentially narrow perspectives if it's not balanced with objectivity and a willingness to listen to diverse viewpoints. It's important for advocates to be aware of the potential for passion to cloud judgment and to strive for a balanced approach.

### **Persistence.**

Persistence is crucial in advocacy because it's a long-term process that requires consistent effort to achieve lasting change. Advocacy often involves overcoming resistance and requires building relationships and engaging with various stakeholders over time. Even after initial success, ongoing advocacy is essential to maintain gains and address evolving challenges.

Advocacy is not a one-time event, but rather a sustained effort that requires consistent engagement and follow-through. Persistence in advocacy involves cultivating strong relationships with policymakers, stakeholders, and other advocates. Change can be challenging, and advocacy often encounters resistance or opposition. Persistence is key to navigating these obstacles and maintaining momentum. Even when progress is made, it's important to continue advocating to maintain momentum, address new challenges, and prevent setbacks. Sustained advocacy is necessary to ensure that hard-won gains are not eroded, and that policies and practices remain aligned with desired outcomes. Advocacy strategies may need to be adapted over time as contexts and priorities evolve, requiring ongoing flexibility and adaptability. Advocacy can be challenging and involve setbacks, so developing resilience is important for advocates to persevere through difficult periods.

### **Patience.**

Patience is a crucial virtue for human rights advocates because meaningful and sustainable change often takes time. Advocates must remain persistent and persistent in their efforts, recognizing that long-term engagement and consistent messaging are essential for influencing decision-makers and enacting positive change.

Transforming systemic injustice and achieving lasting positive change requires sustained effort and engagement over extended periods. Advocacy often involves building relationships with various stakeholders, including government officials, community members, and other organizations, which requires patience and sustained communication. Advocacy efforts may involve navigating complex legal and political systems, which can be slow and challenging. Human rights violations often stem from deep-rooted societal issues, requiring a long-term perspective and a commitment to addressing the underlying causes. Advocacy work can be emotionally taxing and challenging, requiring advocates to maintain their dedication and motivation over extended periods. Advocates can empower individuals and communities to take ownership of their rights and advocate for themselves, which requires a long-term perspective and sustained support. Advocates play a vital role in raising awareness about human rights issues, which requires consistent messaging and outreach over time. Advocacy is a dynamic process that requires advocates to

be adaptable and willing to learn from their experiences, which takes patience and ongoing reflection.

### **Examples of Patience in Action:**

Advocates may need to spend significant time building trust and empowering communities to advocate for their rights. Working with government officials to enact policy changes can be a slow and arduous process, requiring consistent engagement and persistence. Litigation and legal challenges can take years to resolve, requiring advocates to remain patient and persistent in pursuing justice. Building awareness about human rights issues can take time, requiring advocates to consistently communicate their message and engage with the public.

### **The strategies of Human Rights Advocacy.**

Education (understand the problem and the cause) Setting objectives (Be clear about what you want to achieve)

In advocacy, setting effective objectives involves creating clear, measurable, achievable, realistic, and time-bound (SMART) goals that guide your advocacy efforts. These objectives should be linked to the available resources and focus on the desired impact of your advocacy. By using a framework like SMART, advocates can ensure their goals are well-defined, measurable, and attainable, ultimately leading to more impactful change.

### **Here's a more detailed breakdown of setting objectives in advocacy:**

#### **1. Clarify your goals:**

Start by defining your overall objective, which is the broader, long-term outcome you want to achieve.

#### **2. Develop SMART objectives:**

Break down your goals into specific, measurable, achievable, realistic, and time-bound objectives. Clearly define what you want to achieve and who your target audience is. Establish concrete criteria for measuring progress towards your objectives. Ensure your objectives are realistic and attainable within your available resources and time frame. Consider the political, economic, and social context, and be realistic about what you can accomplish. Set clear timelines for achieving your objectives, providing a sense of urgency and accountability. Assess the resources you have available (time, funding, personnel) and ensure your objectives are feasible within those limitations.

Once you have SMART objectives, develop a detailed plan outlining the specific activities and tactics you will use to achieve them. Regularly monitor your progress towards your objectives and make adjustments to your plan as needed. After your advocacy campaign, evaluate whether you achieved your objectives and learn from your experiences to improve future efforts.

By following these steps, advocates can set clear, achievable objectives that guide their work and increase the likelihood of achieving their desired outcomes.

### **Use research to support your advocacy**

Research plays a crucial role in advocacy by providing the evidence and information needed to effectively communicate an issue, build support, and influence decision-makers. It helps to define the problem, identify its causes, and explore potential solutions, ultimately strengthening advocacy efforts.

#### **How Research Supports Advocacy:**

- **Provides Evidence:**

Research can demonstrate the scale and impact of a problem, showing that it's real and serious. Research findings can help decision-makers understand the issue, its context, and potential solutions. Research can facilitate dialogue and collaboration with researchers, experts, and other stakeholders. Research can provide a continuous flow of information to keep advocacy campaigns ongoing and relevant. Research can expose false information and counter arguments that may be used against the advocacy cause. Research can help identify which strategies and interventions have proven effective in addressing similar issues. Research can offer real-life examples and stories that resonate with the audience and humanize the issue. Research can highlight the costs of inaction and the benefits of policy changes. Research findings can be used to create compelling narratives and communicate effectively with the public.

#### **Types of Research for Advocacy:**

- Existing Research: Utilizing previously conducted research to support advocacy arguments.
- Original Research: Undertaking new research to gather specific information needed for a particular advocacy campaign.
- Practice-Oriented Research: Focusing on research that can be directly applied to policy, advocacy, and program development.
- Qualitative Research:  
Gathering in-depth insights through interviews, focus groups, and other qualitative methods to understand lived experiences and perspectives.
- Quantitative Research:  
Using statistical data and analysis to measure the scale and impact of an issue.

#### **Listen to the people you want to help.**

Active listening is crucial in advocacy as it enables advocates to understand the needs, concerns, and experiences of individuals or groups they are supporting, fostering trust, empathy, and a more effective approach to advocacy efforts. It's about more than just hearing

words; it's about truly understanding and validating the perspectives of others, which is essential for building strong relationships and achieving meaningful social change.

### **Here's why active listening is so important in advocacy:**

When advocates actively listen, they demonstrate genuine interest and respect, which builds trust and rapport with the people they are advocating for. This trust is essential for individuals or groups to feel comfortable sharing their experiences and needs, which is crucial for effective advocacy. Active listening helps advocates gain a deeper understanding of the specific issues, challenges, and needs of the people they are supporting. This understanding is essential for developing effective advocacy strategies and campaigns that address the root causes of the problem. Active listening validates the experiences and feelings of individuals and groups, showing them that they are heard and understood. This validation is crucial for empowering individuals and groups to take action and advocate for themselves. Active listening encourages advocates to develop empathy and compassion for the people they are supporting, helping them understand their perspectives and struggles. This empathy can be a powerful tool for motivating advocates to take action and fight for social justice. Active listening improves communication and collaboration between advocates, the people they are supporting, and other stakeholders. This can lead to more effective advocacy campaigns and greater success in achieving social change. By actively listening, advocates can identify potential solutions to the issues they are addressing, as well as the resources and support needed to make those solutions a reality. This can lead to more effective and sustainable advocacy efforts.

### **Identifying targets (Identifying Advocacy Audiences).**

In advocacy, identifying your target audience(s) is crucial for effectively influencing decision-makers and achieving your desired outcomes. This involves identifying who has the power to make changes related to your issue, as well as influential individuals or groups who can sway their decisions. A successful advocacy campaign should focus on these key individuals and groups, tailoring its message and strategy to their specific interests and perspectives.

Here's a more detailed breakdown of how to identify advocacy targets:

#### **1. Understand the Decision-Making Process:**

- **Identify Key Decision-Makers:** Who holds the authority to create or change policies, practices, or actions related to your issue? This might include government officials, business leaders, influential community members, or leaders of relevant organizations, according to the Global Road Safety Partnership.
- **Map the Political Landscape:** Analyse the power dynamics and relationships between different actors involved in your issue. Consider who has the "final say," who can influence decisions, and who might oppose your cause.

#### **2. Analyse Potential Influencers:**

- **Identify Key Opinion Leaders:** These individuals or groups are respected within their communities and can sway the opinions of others, especially those who may be on the fence about your issue.
- **Consider Stakeholder Groups:** Recognize that you might need to engage multiple audiences, including those who are directly affected by the issue, those who have a vested interest in its outcome, and those who can influence public opinion.

### **3. Define Your Objectives and Tailor Your Messages:**

- **Set SMART Goals:**  
Your advocacy goals should be specific, measurable, achievable, realistic, and time-bound, according to the Internet Society.
- **Develop Tailored Messages:** Once you understand your target audience(s) and their perspectives, craft messages that resonate with their interests and concerns.
- **Choose Effective Communication Channels:** Select the most appropriate ways to reach your target audience(s), whether it's through media outreach, direct lobbying, community organizing, or other forms of engagement.

### **Developing and Delivering advocacy Messages (Develop clear and consistent messaging and Recommendations)**

Developing effective advocacy messages involves clearly defining the problem, the desired action, and the potential positive impact on the audience. Key messages should be concise, understandable, and tailored to specific audiences. They should also be persuasive, compelling, and consistent. Additionally, messages should incorporate evidence, examples, and potentially personal stories to illustrate the issue and its impact.

#### **Craft Your Key Messages:**

- **Be clear and concise:** Avoid jargon and technical language. Use a problem-solution-action framework: Explain the problem, propose a solution, and call for specific action. **Provide evidence and examples:** Use facts, statistics, and anecdotes to support your claims. **Make it relatable and compelling:** Use storytelling, personal anecdotes, and persuasive language. **Emphasize the urgency and importance of the issue:** Highlight why action is needed now. **Consider your messengers:** Choose credible and persuasive spokespeople.

#### **Tailor Your Messages:**

- **Develop different messages for different audiences:** Adjust your language and focus based on their knowledge and interests. **Consider the context:** Tailor your message to the specific situation and location.

#### **Test and Refine:**

Pre-test your messages with different audiences: Get feedback on their clarity, impact, and persuasiveness. Be prepared to adjust your messages based on feedback and changing circumstances: Continuously evaluate and refine your messaging.

### **Engage with the community.**

Engaging a community in advocacy involves building support and mobilizing individuals to act on a specific issue or cause. Effective strategies include educating the community, fostering relationships, and providing opportunities for participation in various advocacy activities. This can involve online and in-person engagement, such as webinars, town hall meetings, and social media campaigns.

#### **Building Relationships and Trust:**

- Listen to community voices:

Conduct focus groups, surveys, and community forums to gather input and identify concerns.

- Partner with local organizations: Collaborate with groups that already have a strong presence in the community.
- Showcase community members' stories: Highlight personal stories and experiences to humanize the issue and connect with people on a personal level.

#### **Mobilizing and Empowering:**

- Offer opportunities for participation: Invite community members to join campaigns, attend events, write letters, or contact their representatives.
- Delegate tasks and responsibilities: Empower individuals by giving them roles in the advocacy effort, such as organizing events or reaching out to specific audiences.
- Provide resources and training: Equip community members with the tools and knowledge they need to participate effectively.

#### **Ongoing Engagement:**

- Provide regular updates: Keep community members informed about the progress of your advocacy efforts and how their involvement is making a difference.
- Celebrate successes and acknowledge contributions: Recognize the efforts of individuals and groups who have contributed to the advocacy campaign.
- Stay connected and responsive: Maintain open communication channels and be available to answer questions and provide support.

Examples of Engagement Activities:

- Online campaigns: Use social media to share information, engage in discussions, and mobilize support.
- In-person events: Organize town hall meetings, community forums, or rallies to raise awareness and gather input.

- Petitioning and letter-writing: Encourage community members to contact their elected officials and express their views on the issue.
- Collaborative projects: Partner with other organizations or groups to leverage their networks and resources.
- Storytelling and sharing personal experiences: Highlight the impact of the issue on community members and their families

### **Build relationships. ...**

Building relationships is crucial for effective advocacy, allowing advocates to build trust, gain access to decision-makers, and influence policy. This involves establishing strong connections with legislators, community leaders, and other stakeholders through various methods like personalized communication, meetings, and participation in public forums.

**Here's a more detailed look at how to build relationships in advocacy:**

#### **1. Identify and Connect with Key Individuals:**

- Legislators and Staff: Build relationships with legislators and their staff by sending personalized messages, requesting meetings, and participating in public forums.
- Community Leaders and Stakeholders: Engage with community leaders, experts, and other relevant stakeholders to gain insights and build a network of support.
- Influencers: Connect with external influencers like journalists, thought leaders, and other influential figures to amplify your message and exert external pressure.

#### **2. Communication is Key:**

- Clear and Consistent Messaging: Communicate your advocacy goals clearly, concisely, and consistently using various channels like email, social media, and in-person meetings.
- Active Listening: Listen actively to the perspectives and concerns of your targets and stakeholders, demonstrating empathy and understanding.
- Storytelling and Persuasion: Use storytelling and persuasive communication techniques to convey your message and motivate your targets to take action.

#### **3. Build Trust and Credibility:**

- Demonstrate Expertise: Share your expertise and insights on the issue you are advocating for, providing data, research, and evidence-based information.
- Be Reliable and Responsive: Follow through on commitments, be responsive to inquiries, and consistently demonstrate reliability.
- Build Rapport: Develop a sense of rapport and connection with your targets by finding common ground, sharing personal stories, and demonstrating mutual respect.

### **Applying Pressure.**

Applying pressure in advocacy involves strategically using various methods to influence decision-makers towards a desired outcome. This can include public campaigns, building coalitions, engaging the media, and directly addressing decision-makers. The goal is to shift perceptions, create a sense of urgency, and ultimately encourage action.

Here's a more detailed look at applying pressure in advocacy:

#### 1. Understanding the Context:

- Identify the decision-maker: Who has the power to make the change you're advocating for? Understand their perspective: What are their priorities, concerns, and motivations? Assess the power dynamics: Who are the influential stakeholders, and what are their relationships with the decision-maker?

#### 2. Mobilizing the Public:

- Raise awareness: Use various channels (social media, media outreach, community events) to inform the public about the issue. Build support: Encourage people to sign petitions, participate in rallies, or contact their representatives.
- Create a sense of urgency: Highlight the negative consequences of inaction and the potential benefits of change.

#### 3. Engaging with Decision-Makers:

- Direct communication: Schedule meetings, write letters, and submit testimony to decision-makers. Present a strong case: Provide evidence, data, and compelling arguments to support your position. Be persuasive: Use storytelling, emotional appeals, and logical reasoning to connect with decision-makers.

#### 4. Utilizing Strategic Alliances:

- Build coalitions: Partner with other organizations and individuals who share your goals. Leverage diverse expertise: Draw on the strengths of different groups to amplify your message and reach. Coordinate efforts: Work together to implement a unified strategy and maximize impact.
- Ethical advocacy: Avoid using misinformation, harmful rhetoric, or tactics that could undermine your credibility.
- Respectful communication: Engage in constructive dialogue and avoid personal attacks or inflammatory language.
- Persistence and patience: Advocacy takes time and effort. Don't give up when you face setbacks.

### **Monitoring and Evaluation (Revise, fine-tune and improve as you go along)**

Monitoring and evaluation (M&E) in advocacy involve tracking progress toward goals, assessing the impact of advocacy efforts, and learning from experiences to improve future

strategies. It's crucial for understanding what works, demonstrating accountability to stakeholders, and ensuring advocacy efforts are effective in achieving desired policy changes.

Why is M&E important in advocacy?

- **Accountability:** M&E provides evidence of progress and impact to donors, stakeholders, and the public, demonstrating the effectiveness of advocacy efforts.
- **Learning and Improvement:** By monitoring activities and evaluating outcomes, advocates can identify what approaches are working, what needs to be adjusted, and how to improve future strategies.
- **Strategic Decision-Making:** Real-time monitoring and evaluation data can inform strategic decisions, allowing advocates to adapt their approach in response to changing circumstances or new information.
- **Demonstrating Contribution:** M&E can help demonstrate the specific contribution of advocacy efforts to broader policy changes, even when it's difficult to attribute outcomes solely to one source.

**Key elements of M&E in advocacy:**

- **Defining Objectives and Indicators:** Clearly define the goals of the advocacy campaign and identify measurable indicators to track progress toward those goals.
- **Data Collection:** Implement data collection methods to track activities, policy changes, and other relevant information.
- **Analysis and Interpretation:** Analyse the data collected to identify trends, patterns, and insights that can inform decision-making and improve strategies.
- **Evaluation:** Conduct evaluations to assess the quality and impact of advocacy efforts, including both process evaluation (how the work was done) and impact evaluation (what changed as a result).
- **Reporting and Dissemination:** Share M&E findings with stakeholders to demonstrate accountability and promote learning.

**Work collaboratively through inclusive partnerships and coalitions, in particular protection networks.**

Partnerships and coalitions are crucial for effective advocacy, expanding reach, amplifying voices, and leveraging diverse resources to achieve shared goals. While both involve collaboration, coalitions tend to be more formally structured and publicly oriented, while partnerships can be more informal.

Benefits of Partnerships and Coalitions:

- **Increased Influence:** Combining the resources and influence of multiple organizations can create a more powerful advocate for a cause.

- **Expanded Network:** Coalitions and partnerships help build and strengthen networks, connecting like-minded individuals and organizations.
- **Resource Pooling:** Sharing resources, including funding, expertise, and volunteers, can amplify impact and reduce duplication of effort.
- **Broadened Support:** Demonstrates widespread support for an issue, which can be more persuasive to decision-makers.
- **Synergy and Collaboration:** Facilitates collaboration and the exchange of ideas, skills, and experience, leading to more effective and innovative strategies.
- **Shared Vision and Goals:** Building a shared vision and goals helps ensure that all members are working towards the same objectives.
- **Increased Capacity:** Coalitions and partnerships can help build the capacity of member organizations by providing training, resources, and support.

#### Building Successful Partnerships and Coalitions:

- **Identify Common Goals:** Clearly define the shared objectives and values that unite the partners or coalition members.
- **Establish Trust and Rapport:** Build strong relationships based on mutual respect and open communication.
- **Negotiate Roles and Responsibilities:** Determine how each member will contribute to the overall effort and share responsibilities effectively.
- **Build Capacity and Solidarity:** Provide training, resources, and support to strengthen member organizations and foster a sense of unity.
- **Implement and Adapt the Campaign:** Develop a clear strategy, implement it effectively, and be prepared to adapt to changing circumstances.
- **Sustain and Expand the Partnership:** Maintain ongoing communication, build relationships, and look for opportunities to expand the coalition's reach.

### **Mobilize political, institutional and high-profile support.**

Mobilizing high-profile political and institutional support in advocacy involves building strong relationships with influential figures and organizations to gain their support for a cause. This can be achieved through various strategies, including direct engagement, media outreach, and building coalitions.

Here's a more detailed look at how to mobilize high-profile political and institutional support:

#### 1. Understanding the Landscape:

- **Identify Key Stakeholders:** Determine who the relevant political leaders, institutional representatives, and influencers are within the area of interest.

- **Research Their Priorities:** Understand their agendas, interests, and areas of focus to tailor your message effectively.
  - **Assess Their Influence:** Evaluate their ability to sway policy, influence decision-makers, and mobilize resources.
2. **Building Relationships:**
- **Direct Engagement:** Meet with decision-makers, attend relevant events, and build personal connections.
  - **Personalized Messaging:** Craft tailored messages that resonate with their individual priorities and values.
  - **Collaborative Efforts:** Partner with like-minded organizations and individuals to amplify your message and build a larger coalition.
3. **Leveraging High-Profile Support:**
- **Media Outreach:** Use the media to share your message and highlight the importance of your cause.
  - **Social Media Engagement:** Utilize social media to amplify your message and connect with a wider audience.
  - **Events and Campaigns:** Organize events and campaigns that bring together key stakeholders and raise public awareness.
4. **Staying Consistent and Adaptive:**
- **Regular Communication:** Maintain consistent communication with your high-profile supporters to keep them informed and engaged.
  - **Adapt Your Strategy:** Be prepared to adjust your approach based on the evolving political landscape and the needs of your supporters.
  - **Evaluate Your Progress:** Track your advocacy efforts and measure their impact to ensure you are making progress towards your goals.

### **Stay safe and take care of yourself**

Taking care of oneself is crucial in advocacy work, which can be emotionally and physically demanding. Advocates need to prioritize their well-being to maintain their effectiveness and prevent burnout. This involves establishing healthy routines, setting boundaries, building a strong support system, and practicing sustainable advocacy practices.

Here's a more detailed look at how advocates can prioritize self-care:

#### 1. **Setting Boundaries:**

- **Time Management:** Effectively managing time can help reduce stress and improve the ability to complete tasks efficiently, according to Mental Health America.

- **Guilt-Free Boundaries:** It's important to set boundaries around work to protect your health and well-being, even if it feels selfish, says Mental Health America.
- **Limit Availability:** Don't feel obligated to be available 24/7. Set boundaries around when you're available for calls and emails.

### 3. Building a Support System:

- **Support Network:** Connect with other advocates, friends, and family for emotional support and encouragement.
- **Seek Professional Help:** Don't hesitate to seek professional help from therapists or counsellors if you're struggling with stress or burnout.

## **Mistakes to avoid in Advocacy.**

In effective advocacy, avoiding common pitfalls like poor communication, neglecting stakeholder engagement, and lacking clear goals is crucial. Specifically, misrepresenting facts, using inflammatory language, and failing to follow up can undermine your efforts. Strong advocacy requires thorough preparation, flexible strategies, and a focus on building supportive networks.

### **Here's a more detailed breakdown of mistakes to avoid:**

#### **1. Communication Issues:**

- **Lacking clear and concise messaging:** Ensure your message is easy to understand and resonates with your target audience.
- **Using inflammatory or accusatory language:** Avoid language that could alienate potential allies or make it difficult to negotiate.
- **Misrepresenting facts or exaggerating claims:** Maintain integrity and focus on verifiable information.
- **Failing to adapt communication styles for different audiences:** Tailor your message to resonate with various stakeholders.

#### **2. Neglecting Stakeholder Engagement:**

- **Ignoring the perspectives of all stakeholders:** Identify key stakeholders and understand their concerns and motivations.
- **Failing to build a diverse and supportive network:** Encourage participation from a wide range of individuals and organizations.
- **Not actively listening to and responding to feedback:** Show that you value the opinions of others and are willing to adjust your approach.

#### **3. Lack of Preparation and Strategy:**

- **Not defining clear and measurable goals:** Set specific objectives and track your progress to ensure you're making an impact.

- Failing to research your issue thoroughly: Understand the issue, the political context, and the decision-making processes involved.
- Not anticipating potential resistance: Develop strategies to address concerns and address objections effectively.
- Not being flexible and adaptable: Be prepared to adjust your approach as circumstances change.
- Not following up: Persistence and follow-up are crucial for securing support and making progress.

#### **4. Other Common Pitfalls:**

- Failing to use social media effectively: social media can be a powerful tool for advocacy, but it's important to use it strategically.
- Over-focusing on one decision-maker: Build a network of support and engage multiple stakeholders.
- Neglecting self-care: Advocacy can be emotionally demanding, so take time for yourself to avoid burnout.
- Not understanding the local culture and customs: Learn the rules and protocols for advocating in your specific context.

#### **Treating Social Media as a Joke.**

There is a misguided idea that social media doesn't represent a "real" opinion of what audiences are thinking. While social media is curated to an extent, the fact is this: decisions are being made on your newsfeeds, on mobile devices, in real time. The impact of social media simply cannot be overstated going into this legislative session. For example, consider X CEO and now Department of Government Efficiency (DOGE) co-chair Elon Musk nearly single-handedly taking down a \$100 billion stopgap bill in December via a series of posts. A flurry of emerging platforms, such as Bluesky and Truth Social, now offer users a kind of newsfeed-from-concentrate: a tighter echo chamber of similar voices that brands would do well to monitor and engage upon.

#### **Relying On Statistics and Facts Alone.**

#### **Over-Focusing on Just One Decisionmaker.**

Knowing and prioritizing the key players in your policy fight is critical. But you miss the mark if you narrow your focus to *only* those decisionmakers. To influence one person, you have to influence their network: their staffers, their colleagues, their friends, their family and their favorite podcasters. Social proof is at its strongest up close.

#### **Thinking Short-Term.**

A short-term mindset in advocacy is like day trading. You might get lucky, but the odds that you stay lucky over the long term are against you. A longer-term advocacy mindset – one that nurtures relationships with your advocates and lawmakers over the course of their lifetimes – is like consistently investing in your 401K. At the end of the day, you're far more likely to yield a long-term benefit.