ADVOCACY FOR YOUR PEOPLE

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

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

Elements in Advocacy Materials

Name of the group for which you are an advocate
Type of group for which you are an advocate
  People Group
  People Group Population Segment
  Mega-city
  Mega-city Population Segment
Limited fast facts about your group—don’t get carried away with demographics
  Language
  Primary Religion
  Population
  # of Evangelical Congregations
  # of Evangelicals
Include a map which clearly shows the location of the group
Talk about the engagement status of the group; consider any combination of:
  not engaged at all by evangelicals
  engaged by evangelicals
  engaged by evangelicals with IMB personnel facilitating
  IMB personnel have been requested
  engaged by IMB personnel
  post-engagement partnership exists
Talk about the progress of evangelical witness and/or the IMB team
Ask penetrating questions which cause the hearer to think
Talk about the daily life of the “average” person in your group
Give your contact information—website, telephone, e-mail, address
Give the name of your organization and its contact information
Share your vision—a CPM for your people
Help them know how they can pray
Help them know what kind of person(s) are still needed on the team—long term, medium term and short-term volunteers, etc.
Use pictures, voices, sounds, testimonies
What else can you include? What ways can you present this information?