



## **HOW TO DO ADVOCACY**

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Now that you know why advocacy is important in EAPPI's work, you are probably wondering how to do advocacy.

Advocacy has different target groups, for example politicians, opinion makers, businesses or church leaders.

All advocacy activities need to be customised for a target group, and they can be carried out as part of an advocacy plan or strategy.

## For example:

- Initiating a letter writing campaign
- Organising a demonstration
- Opening a petition and encouraging others to sign it
- Holding an open debate
- Encouraging politicians to initiate fact-finding missions
- Responding to statements or Op-eds



Advocacy is always asking for something specific.

## **Here are some ideas of what you could ask your Members of Parliament:**

- Raise a question in Parliament
- Condemn Human rights violations publicly
- Support local nonviolent initiatives
- Provide legal opinions
- Investigate grave human rights violations
- Or you could issue corrections for erroneous data

Before you get started with your advocacy activities, we have some general advice for you:

### **1. Do your research**

It is important to identify a specific target group or person based on the complicity and/or influence.

You should also ensure that your activities are realistic and that they will help to achieve the overall objective.

Another good advice is to convince your specific target that the purpose of the advocacy activity is their own interest, for example because of profits, votes, or other reasons.

### **2. Empower yourself**

- Use the international humanitarian law (IHL) to stay impartial
- Use your first-hand experiences to highlight your understanding of the situation
- Inform duty-bearers that you are part of a larger network that shares your views.

### 3. Make it easy

- Keep your message simple
- Repeat it
- Focus on the humanistic aspect
- Offer your support where needed

### 4. Follow-Up

It is also important that you follow up on your advocacy activities. Show appreciation and support when actions are taken, and express disappointment when actions are not taken

Don't give up! Re-engage in your advocacy activities!

By engaging in advocacy, we protect the most vulnerable and contribute to ensuring the rights of Palestinian children

