



Slide 1: Advocacy

Advocacy is a planned, deliberate, and sustained effort to advance an agenda for change. Individuals and organizations advocate to change policies and programs that directly affect people's lives. Often an NGO's advocacy campaign targets political, social, and economic systems (or individuals) in a certain government authority. For example, you can advocate to your Ministry of Defense (or the defense minister) to request that more women be included in the security sector. However, the increased role and effectiveness of NGOs make them the targets of advocacy, too. NGOs provide some critical services that, for various reasons, the government might not be able to deliver. In those cases, the situation reverses and the government might advocate to a NGO, asking it to extend its programs. For example, the government of **Bosnia** relies heavily on NGOs to assist war orphans. At times, it needs to lobby the NGOs to extend their programs during the summer school break to ensure the children are provided for.