

# About this book

## Why an update?

Tearfund's Advocacy toolkit is used by staff, partners and other organisations. It is one of the most popular in the ROOTS series (Resourcing Organisations with Opportunities for Transformation and Sharing). Given its popularity, why this new edition?

When the Advocacy toolkit was written in 2002, it was pioneering in the sector – the first of its kind. Since then advocacy practice has changed, adapted and developed across the sector. Tearfund's staff and partners have grown in their expertise and experience, lessons have been learned, thinking has moved on, and there has been an exponential rise in the use of social and digital media.

It remains Tearfund's aim for this toolkit to be easy to understand and easy to use: an introductory and comprehensive guide to the theory and practice of advocacy. Tearfund still wants to enable staff, partners and other organisations to understand the relevance of advocacy, and it wants to equip them with the skills and confidence to do it.

## What has changed?

The structure of the toolkit has been made more user-friendly. This was based on feedback from staff, partners and other organisations about the need for more detailed instructive material and a clearer separation between tools and exercises. Each section therefore now includes:



**Facilitator's notes** covering the most important points in question-and-answer format;



**Tools** that are designed to be freestanding, but also to double up as handouts in a training workshop;



**Training exercises** intended for applying the teaching and using the tools in a training workshop, with clear instructions about how to facilitate them.

The content of the toolkit has been reformatted. Redundant and infrequently used materials have been removed, new materials have been included, and weaker materials (such as the sections on planning, monitoring and evaluation) have been strengthened. Popular, well-loved and unique materials have been kept, including the section on the biblical basis for advocacy, which is covered by very few other resources. Case studies are now interspersed throughout, showing how theory has been put into practice by Tearfund partners.

The toolkit is set out in a logical order, providing a clear overview and guidance about advocacy, based on the key questions: *What? Where? Who? Why? and How?* The two books comprising the first edition have been combined to make one book with two parts:

- **Part One** covers the theory – Laying the foundations for advocacy.
- **Part Two** covers the practice – Practical action in advocacy.

**Who is it for?**

The toolkit is for Tearfund staff, partners and other organisations, including faith-based organisations, civil society organisations, local churches, local communities, and local and national NGOs working with churches and communities. It is relevant to them if they are considering an advocacy project or programme, looking to integrate advocacy into a wider relief and development project or programme, or wanting to become more systematic, strategic and effective in their existing advocacy projects and programmes.

- People who are new to advocacy, or who have only limited advocacy experience, will benefit from the toolkit's back-to-basics approach.
- People who have some experience or interest in advocacy will want to use the toolkit to refresh their skills and confidence.
- Organisations and networks with a remit for building capacity for advocacy will find a wealth of resources in the toolkit to help them strengthen and empower others.
- Anyone who is a facilitator, trainer, adviser, knowledge manager, strategist or planner for advocacy in their organisation or network will be able to use the toolkit to run workshops and other learning sessions.

**And finally...**

Tearfund remains grateful to all the staff and partners, past and present, who have provided feedback, shared lessons learned and helped develop good advocacy practice. Without them, this new version of the toolkit would not have been possible.

We want to see powerful decision-makers held to account, underlying causes of poverty addressed and justice upheld for people who are poor, vulnerable and marginalised. So it is our hope that this toolkit will give its users a fresh understanding of the relevance of advocacy to their work, and equip them with the skills and confidence to get on, speak out and just do it!

**NOTE:** The toolkit offers Tearfund's perspective on issues such as power, politics, theology, planning and evaluation. Although this has been carefully thought through and is based on experience, it is vital for Tearfund partners and other organisations to come to their own understanding of these issues within their particular context.