



## Growing a Successful Advocacy Group

The invaluable work of SIS advocacy groups has grown passion, vision and support from communities across the United States to restore the lives of abused, exploited and unreached little girls and women across the world.

She Is Safe advocacy is a labor of love carried out by prayerful, servant-hearted people who work together on behalf of the most vulnerable population on the planet: girls and women in high risk parts of the world. This work requires a few essentials: a clear focus, much prayer and hard work. Advocates dedicate time to speaking on behalf of others who are powerless to speak for themselves. They raise their voices to God and to others, working to see shameful abuse, oppression and spiritual darkness as shameful things of the past.



When advocates join together to focus on one needy place in the world (She Is Safe works with those who have the least access to the good news of God's love in Christ), they can gain encouragement and synergy from one another – as every person does what they are able to do.

According to the Lausanne Congress only 7% of missions focus is on places least reached. That's why we keep a sharp focus on the least reached. Advocacy groups raise awareness, prayer and support with a powerful, united voice. History tells us that such grassroots movements create lasting change –setting slaves free, opening doors to education, and righting injustices. And dramatic change is what is needed for our generation and the generations that follow in order to end the blight of abuse and slavery around the globe. Join us to say, "We can remain silent no longer!"

In our experience there are a few essentials that make for advocacy group success. A group must:

- Identify core leaders and define roles (next page)
- Build a faithful prayer base
- Focus on one difficult place, one project in prayer, advocacy and giving
- Boldly and creatively raise awareness, support and prayer in their community
- Prepare for inevitable leader transitions
- Create partnerships with churches

The most successful SIS advocacy groups have a committed core team of 8-10 leaders bringing together their God-given gifts to focus on His work through SIS. Begin by prayerfully adding leaders and defining roles. Below are key roles that need to be consistently filled.

## Core Leadership Group

- 1) Advocacy Group Leader: faithfully schedules regular meetings, creates and moves the agenda along. We recommend monthly meetings to keep prayer flowing, relationships building and the SIS focus on least reached, least valued women and girls alive.
- 2) Treasurer and assistant: receives and records all funds for the group and sends them to SIS with appropriate designations of the group purpose for the funds. Utmost care must be taken in the handling of funds: for instance, at least two people should verify counting and recording funds. The treasurer provides updated financial reports at each meeting. Note: groups do not establish bank accounts in SIS name - contact the Director of Advocacy for more details.
- 3) Publicity leader: oversees advertising through posters, church bulletins, newspaper publicity listings, email blasts, Christian bookstores, community bulletin boards, etc.
- 4) Secretary: carefully records minutes and action items at meetings.
- 5) Prayer leader: plans specific prayer information and focus for meetings and events. Every event starts and ends with prayer. It is helpful to have a committed and loyal prayer team that can be called upon for special prayer needs.
- 6) Event leader: provides checklists for event planning and follows up on assignments.
- 7) Researcher/educator: researches and prepares information (print-outs, maps, etc.) to enhance meetings with updates on current events and cultural facts relevant to the area being served, and provides education on relevant issues. Working with SIS headquarters, designs displays for events that inform about the group's area of focus while reinforcing the SIS brand. The most current information about underserved areas, project opportunities and materials can be obtained from the SIS headquarters. Please email [info@ShelsSafe.org](mailto:info@ShelsSafe.org).
- 8) Newsletter leader – is responsible for a quarterly Advocacy newsletter to be sent to all current and past supporters, praying friends and new contacts.

The core leadership team is responsible for working together to seek others who will have a heart for SIS, while nurturing involvement. A continually fresh group requires an on-going effort to invite new members who will bring new ideas and vitality. It is important for the Group Leader to identify and mentor 1-2 members of the core team who would be able and willing to take the lead role when that becomes needed. It is a major challenge if a key person moves from the area and no one is in place to continue the leadership.

Partnership with churches in your area is essential. The church is called upon by God to extend His love with special regard for the poor and oppressed, to foster justice and mercy in humble compassion, and is often seeking practical involvement for members. It is helpful to work with churches to raise awareness of the plight and promise of little girls and women, to gain the prayer support of the entire body, to identify volunteers and new advocates, and to work with other church resources for events.

**Thank you for considering becoming a SIS advocate!**