



Non-profits in advocacy introduction

Hildur Tryggvadóttir Flóvenz

MA-Non-Profit Management and Governance





- What are non-profits?
- Which non-profits advocate?
- Why do non-profits advocate?





What are non-profits?

”The non-profit sector is the sum of private, voluntary, non-profit organisations and associations.”

(Anheier, 2014, p. 4)





What are non-profits?

- ICNPO - International classifications of nonprofit organisations:

- Group 1: Culture and Recreation
- Group 2: Education and Research
- Group 3: Health
- Group 4: Social Services
- Group 5: Environment
- Group 6: Development and Housing
- **Group 7: Law, Advocacy and Politics**
- Group 8: Philanthropic Intermediaries and Voluntary Promotion
- Group 9: International
- Group 10: Religion
- Group: 11 Business and Professional Association, Unions
- Group 12: Not elsewhere classified





What are non-profits?

- ICNPO: Group 7 Law, Advocacy and Politics:
 - Civic and Advocacy Organisation
 - *“Organisations that protect the rights and promote the interest of specific groups of people e.g. the physically handicapped, the elderly, children and women.”*
(Salamon and Anheier ICNPO-Revision 1)
 - Law and legal Services
 - Political organisations





Which non-profits advocate?

- **Advocacy:** a simple way to create change.
- Most NPOs do advocacy but not as a main activity.





Why do non-profits advocate?

- Four reasons why NPOs advocate:
 - To serve a higher purpose
 - No-one else is doing it
 - Trust
 - Give minorities a voice





Non-profits in advocacy Advocating on behalf of the vulnerable

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- Who are the vulnerable?
- How to advocate on behalf of vulnerable?



Who are the vulnerable?

*Those exposed to the **possibility** of being attacked, abused or harmed, it doesn't matter if it is physically, emotionally or mentally. People are also those in need of special care, support or protection because of this possibility are the vulnerable.*



Who are the vulnerable?

“....diminished capacity of an individual or group to anticipate, cope with, resist and recover from the impact of a natural or man-made hazard. The concept is relative and dynamic.” - IFRC



Who are the vulnerable?

- Vulnerability because of poverty
- Vulnerability because of capacity.



Who are the vulnerable?

- Two questions to ask:
 - **to what threat or hazard are they vulnerable?**
 - **what makes them vulnerable** to that threat or hazard?





How to – vulnerable

- Include and consult the group you are advocating on behalf of.
- Look at the whole picture.





How to – vulnerable

1. Define the situation
2. Establish goals
3. Identify target audience
4. Decide on tools
5. Developing key messages
6. Develop and implement plan
7. Monitoring and evaluations

