Advocacy is the public support of a particular cause. Read our guide to learn the tools you need to rally supporters and fundraise for your campaign! Simply put, advocacy is the public support of a particular cause, policy, or position. Advocacy can take any number of forms, from raising awareness online to lobbying directly for change within government or other institutions. No matter what form they take, advocacy campaigns allow nonprofits (and other organizations) to spread the word about their mission. These efforts can be paired with fundraising, marketing and outreach, and community service. This booklet offers practical tools for churches and individuals to help meet practical needs, build community and remove some of the isolations that families affected by disability experience. This booklet will also help you to better understand the unique ways disability affects each member of the family; parents, spouses, siblings and grandparents. This book is an all-in-one primer for anyone aiming to build on-line communities. It covers the theory of Social Architecture, and the tools you need to build a community. It explains the ZeroMQ community in detail, including its collaboration process (C4). This is a powerful book for anyone building an Open Source community, or an on-line community in other areas. Brand advocacy is far more valuable than anything your brand can buy. Getting some love from your customers will do wonders for your brand. Building these relationships can take time and resources. Develop a marketing strategy to stay engaged. Ensure you have the necessary resources available to develop and maintain relationships through community monitoring and constant engagement. Related Article: Are You Creating a Bad Business Reputation? Inspire and Surprise.