

HER IMPACT INITIATIVE

Resource Guides for Women & Allies

Guides to inform, empower, and activate.

Inspired by a conversation with Parul Kamra, Communications Lead at Bala.

Don't Know Where to Start? Ask Questions

You don't need to have all the answers to begin advocacy. Curiosity is a skill — and it might be the most important one.

“Ask questions. We all know that three-year-old child who keeps asking why or how. I think that's a great behavior to imitate.”

Why Questions Are the Entry Point

Parul's advice for anyone starting in advocacy is simple: start asking why. Not rhetorically — genuinely. Why does this system work this way? Why is this information hidden? Why is this treated as normal?

Questions break assumptions. They surface the invisible rules that keep unjust systems in place. And they are available to everyone, regardless of background, expertise, or resources.

Questions That Have Led to Change

- "Why is the normal range for iron deficiency set by standards that excluded women?" — led to examination of medical research bias
- "Why do I have to go to the kitchen and not the living room?" — the beginning of understanding invisible gender rules
- "Why aren't there period products in school bathrooms?" — foundation of the menstrual equity movement
- "Why can't I get a credit card without my husband?" — the question that preceded policy change

How to Ask Better Questions

- **Ask "why" at least three times:** Each answer reveals another layer. Stop when you hit a structural assumption.
- **Ask "who benefits?":** Power follows resources. Asking who benefits from a system often reveals who is harmed by it.

- **Ask "what's missing?":** Whose experience is absent from this data, this conversation, this room?
- **Ask "what am I assuming?":** Interrogate your own frame before you interrogate someone else's.

Permission granted: You do not have to know the answer before you ask the question. That is the whole point of asking.

Finding Your Issue Through Questions

If you're not sure what you care most about, follow your questions. What injustice makes you ask "but why?" most persistently? That persistence is a signal.

- Notice what makes you frustrated or indignant in daily life
- Pay attention to what you find yourself googling, discussing, or arguing about
- Ask people you admire what questions drive their work

Questions Are Also Relationship-Building

Asking questions of people — not just about systems — builds the human connections that sustain advocacy. Parul offers a concrete example:

"There are sanitation workers in every single place we go. How about just having a conversation with them? Something as small as: 'Hey, do you have access to gloves when you're cleaning?'"

Resources

- "A More Beautiful Question" by Warren Berger — the power of inquiry as a creative and change-making tool
- Design Thinking frameworks — IDEO's human-centered design approach begins with deep curiosity about users
- Youth advocacy guides from organizations like UNICEF and Global Citizen

This resource guide was developed by the Her Impact Initiative. For more information or to share your story, contact us.