## Let's Get Local:

**Engaging City Councils, Local Agencies & Even School Boards...** 

.....& Counties

**Ruth Ravitz Smith** 

Chief Communications Officer
New Hanover County, North Carolina





## **Counties Matter**





## Why start local?

- Responsible for critical programs
- Officials are easily accessible
- Will advocate for your organization
- They "grow up" to be someone
- It's your community











New Hanover County

Slide 4