

# Community Advocacy Toolkit

A Citizen's Guide to  
Protecting  
the Quality of Life  
in Southern  
New Castle County,  
Delaware



**Southern New Castle County Alliance**

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## **Why Prepare a Community Advocacy Toolkit for the SNCCA**

Southern New Castle County (SNCC) is the one of the most rapidly developing areas of New Castle County (NCC). Over 90% of the NCC development in the next 30 years is expected to occur in SNCC. We face many problems, but government agencies and elected officials sometimes lack the political will or awareness necessary to ensure the protection of our quality of life. In response to these problems, the SNCCA assists community activists organize to influence decisions-makers, policy, and public perception on matters related to our area. The SNCCA also assist with organizing advocacy efforts to influence change that improves these problems. These activities are vital to the protection of our quality of life in SNCC.

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## **About this Document**

This Community Advocacy Guide describes some of the basic elements of being a community activist - organizing, influencing decision-makers, media work, and message development - all from a community perspective. It will provide useful tips on how we SNCC residents can be more effective, as well as identify some of the common mistakes we sometimes make. It is hoped that this document will enhance our activity and experiences as advocates of our communities and our quality of life in SNCC.

Much of the content of this document is based on a publication of the Seattle Audubon Society titled an Activist Toolkit: A Citizens Guide to Protecting the Environment. We would like to thank Lauren Braden, author of the original Activist Toolkit for granting permission for us to use her work to guide us through the challenging public policy issues effecting our communities. We hope that many of the issue we address as community advocates will also include protection of environmental resources, a common goal of both organizations.

This document is to be used for grassroots community advocacy by the SNCCA (a 501C non-profit organization) and by the communities of SNCC. It is not to be used for profit.

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## **For More Information**

For additional information about the SNCCA or to obtain a copy of this document please contact:

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# Introduction

The Southern New Castle County Alliance (SNCCA), incorporated in July 1997, is the umbrella civic organization for one of the most rapidly growing areas in New Castle County. As per the adopted bylaws, the Alliance keeps its membership and general public advised of various quality of life issues within our area .

Over 90% of the New Castle County development in the next 30 years is expected to occur in SNCC. We face many problems, but government agencies and elected officials sometimes lack the political will or awareness necessary to ensure the protection of our quality of life. In response to these problems, the SNCCA assists community activists organize to influence decisions-makers, policy, and public perception on matters related to our area. The SNCCA works with its communities and other community advocates influencing change that improves these problems. These activities are vital to the protection of our quality of life in SNCC.

This Community Advocacy Guide describes some of the basic elements of being a community activist - organizing, influencing decision-makers, media work, and message development - all from a community perspective. It will provide useful tips on how we SNCC residents can be more effective, as well as identify some of the common mistakes we sometimes make. It is hoped that this document will enhance our activity and experiences as advocates of our communities and our quality of life in SNCC.