



# Starting or Rejuvenating a Crime Stoppers Program

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# How to Start a New Crime Stoppers Program



- Components Needed
- Coordinator Role
- By Laws
- Board Recruitment
- Board Responsibilities



# Components Needed

Law Enforcement

Non-Profit Element

Coordinator

Board of Directors

# What do you need to start a new program?

- Police Chief or County Sheriff Initiative

— AND/OR —

- Local Non-Profit
  - (ex. Jaycees, Chamber of Commerce, civic group)
  - In Partnership with a local Law Enforcement Agency



# The Coordinator



- Chief or Sheriff Designates a Coordinator
    - Assist in setting up the program
    - Work with the Non-Profit to establish a Board of Directors
    - Creates By-Laws for organization
    - Receive calls and disseminates the information for follow up.
    - Report to the Board of Directors (arrests, suggest reward amounts)
- 
- The “Information Hub” for your program and your agency.
  - Keep track of Program Statistics
  - Assist Board of Directors with Fundraising Efforts
  - Establish and Plan Monthly Meetings to Discuss Rewards, Fundraising, Events and all things Crime Stoppers

# Recruit Your Board!



- Work with Local Non-Profits
- Successful Business People in Your Community
- Specific Skill Sets
- Staggered Term Limits
- 11-15 Board Members unless serving a Large Community.
- Diversity is crucial and the Board should reflect your Community.

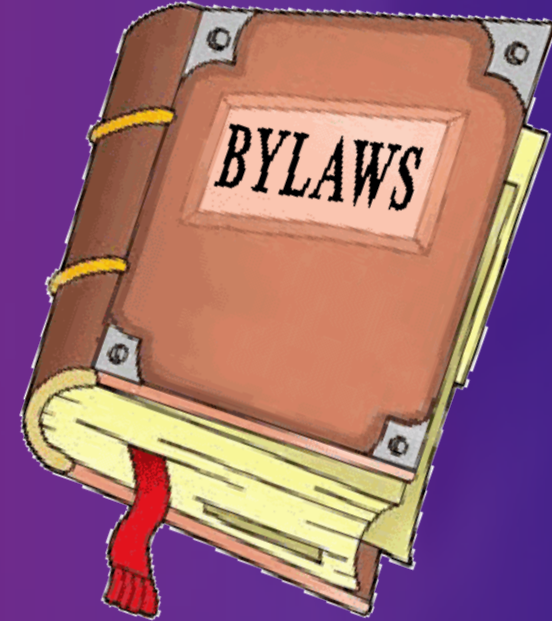


- Application – New Board Member Packet
- Interview Process
- Select & Nominate
- Vote
- Confidentiality Agreement
- Orientation
- Committee Assignments
- Communication is key!

# BYLAWS

## Created with Assistance of an Attorney

- LEO Staff Attorney or Board Member Associate, Parliamentarian
- Ask for help from area Crime Stoppers Programs
- File for Federal 501©3 Designation (accountant, attorney, or yourself!)
- Next Step: File with the NC Secretary of State
  - Operation guidelines for non-profits that must be adhered to under penalty of state law.



\*\*\*Create Policies within your program, outside of By-Laws.

## Responsibilities

- Assist the Coordinator in promoting the program in the Community. Presentations/Community Events
  - Fundraising, Soliciting/Receiving & Documenting Funds for Rewards. Actively participate
- 
- Set up/Carry Out Protocol for Reward Payouts
  - Once established, the Reward Payouts must be handled by the Board of Directors, not the LEO Agency.
  - Recruit New Board Members who will be a value add!



## Responsibilities

- Holds Chairman Role for 2-year Term
  - Runs Board Meetings with limited opinions, encourages participation from all Board Members
  - Resolves conflict, builds consensus and reaches compromise
  - Establish Clear Expectations of Board Service
- 
- Communicate with Sheriff or Police Chief the importance of the coordinator for a successful program
  - Works closely with the Coordinator to plan initiatives
  - Available to represent the Crime Stoppers program at events and interviews with media, press conferences

# Board Chairman



# How to Rejuvenate a Crime Stoppers Program

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- Dormant/Stagnant Programs
- Solutions

# Texting Acronyms!

- NVM
- Nevermind
- FTW
- For The Win
- GRWM
- Get Ready With Me
- AFAIK
- As Far As I Know
- NBD
- No Big Deal
- WYSIWYG
- What You See Is What You Get
- HMU
- Hit Me Up
- LMK
- Let Me Know
- HBIC
- Head B\*\*\*\* in Charge
- ICYMI
- In Case You Missed It
- BFN
- Bye For Now
- OTOH
- On The Other Hand
- TIL
- Today I Learned
- STFU
- Shut The F\*\*\* Up

# Why do Programs become STAGNANT?

- Newly elected Sheriff's or new Police Chief with no knowledge of Crime Stoppers.
  - Allocate funds elsewhere
- Frequent changing of the Coordinator position.
  - Lose interest
  - NO TRAINING!
- Poor Record Keeping

# Why do Programs become STAGNANT?

- Too many vacancies on the Crime Stoppers Board of Directors
- Need NEW Board Members
- Attendance Issues
  - Board is resistant to change!
    - No Growth
  - Lack of Diversity
  - Lack of Energy or New Ideas
- No Social Media Presence



# Problem: Chief or Sheriff

- Educate your agency on the benefits of Crime Stoppers.
- Ask for HELP from other established Crime Stoppers Programs.
- Crime Stoppers is a solution for criminal activity.
  - Identify a Need...then ASK for Money!



# Problem: Coordinator

- Lost Interest in program
- Lack of Knowledge/No Training offered
  - NCCSA
  - SECSA
- Board of Directors must inform the LEO Agency so action may be taken and the problem addressed
- Ask for HELP from other established Crime Stoppers Programs

# Inactive Board Members

- Resistant to Change
- No NEW Members
  - Recruiting
- Leadership Changes
- Poor Attendance
- By-Laws have not been updated
- Failure to Maintain Non-Profit Status
- No Term Limits

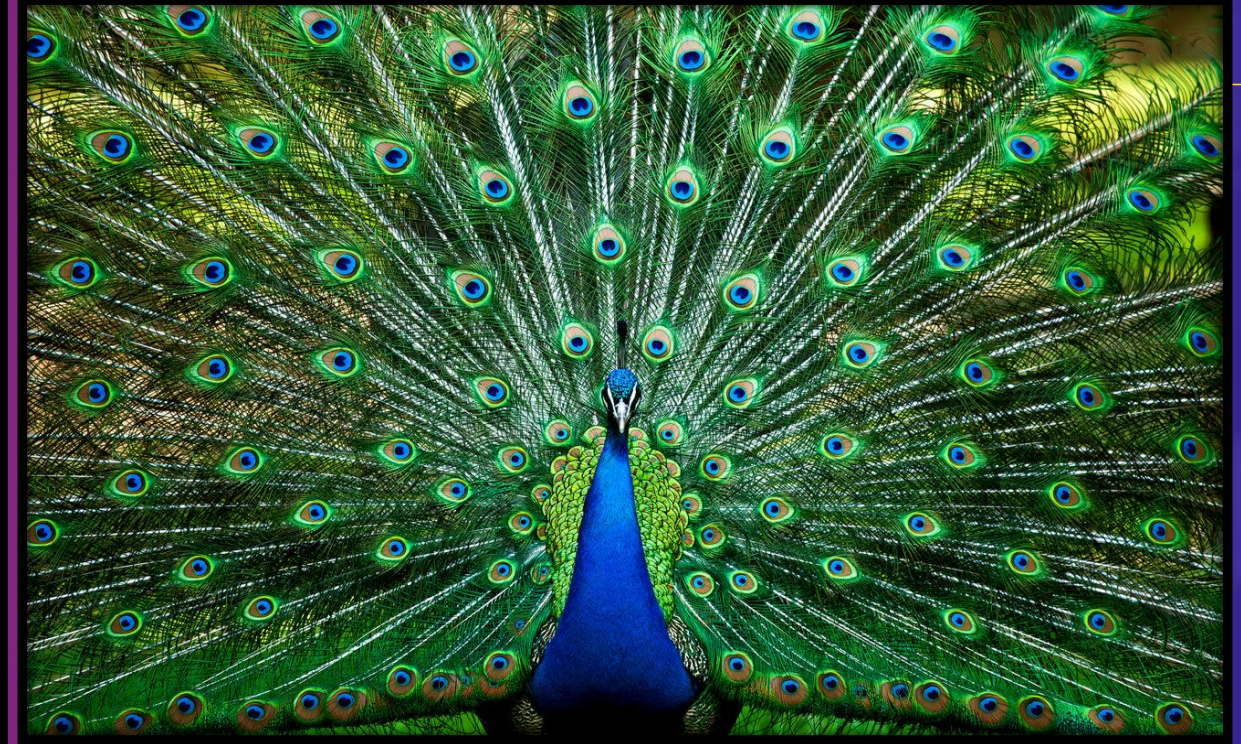


- Recruit New Board Members
  - Diversity, All Ages, Specific Skill Sets, Influence
- Board Term Limits
  - By-Laws or Policies on removing Board Members/Executive Board Members
- Enforce Attendance at Meetings
  - By-Laws
- New Board Meeting Location & Time
- Board Meetings – Preparation is Important
  - Send Board Documents electronically before meetings.
- In-House Training for Board Members
  - Make sure everyone knows how the program works!
- Keep Track of Your Program's Statistics

- Apply for Local Grants
  - Approach City/Town Council and County Commissioners
  - Crime Stoppers is a tangible solution for growing crime rates!
- Keep Accounting Records Clean and Current
  - Yearly Audits
- Maintain Yearly Non-Profit Status
  - File 990 Postcard or 990 EZ
- Revise and Update By-Laws
- Up Your Social Media Game (Facebook, Twitter, Instagram)
- Program Website – Important!
- Network with other Crime Stoppers Programs
- Plan an easy and FUN fundraiser to engage the community!
  - Raffle an Item, Online Auction, Pancake Breakfast, Challenge Coin, etc.

# Avoid Burn Out

- Form Board Member Sub Committees
  - Nominating Committee
  - Fundraising Committees
  - Executive Board
  - School Focused Committee
  - Marketing/Promotional Committee
- Every Board Member has a Strength!
  - The Peacock
  - The Fundraiser
  - The Connector
  - The Worker Bee



# Raise Some Money!

- Citizen Donations
  - Include Donation Section on your Brochure.
- Annual Donors
  - Corporations, Funeral Homes, etc
- Major Donors
  - City/Town/County Grants
  - Local Foundations
- Paypal Donations Button / Amazon Smile / Facebook Donations
- Fundraising
  - Plan enjoyable events that help promote your program in the community.
- Restaurant Night Fundraisers, Local Sports Team Fundraisers



# Spread the Word!



## Website

Use P3 Tips



## Instagram

Post Community Engagement



## Facebook

Post Unsolved Cases, Events, Fundraisers



## Billboards

Lamar Billboards, Etc.



## Twitter/ X

Post Unsolved Cases, Events, Fundraisers



## Community Walks

Unsolved Homicides, Crime Trends



Greensboro/Guilford Crime Stoppers

# Online Auction

Stay Tuned for Details!

**Starts: October 16th @ 1pm**  
**Ends: October 26th @ 6pm**

FACEBOOK EVENT @GGCRIMESTOPPERS




# Campus Crime Stoppers




# Denny's Restaurant





# Denny Warrants



GRAHAM POLICE DEPARTMENT



**WANTED**



Amanda Marie Blackstock  
DOB: 02/21/1988

Ryan James Duckworth  
DOB: 11/15/1999



GRAHAM POLICE DEPARTMENT



**WANTED**



Alex Joseph Fox  
DOB: 12/15/2001

# Tattoo Case



# Mailbox Cases (23 Counts)

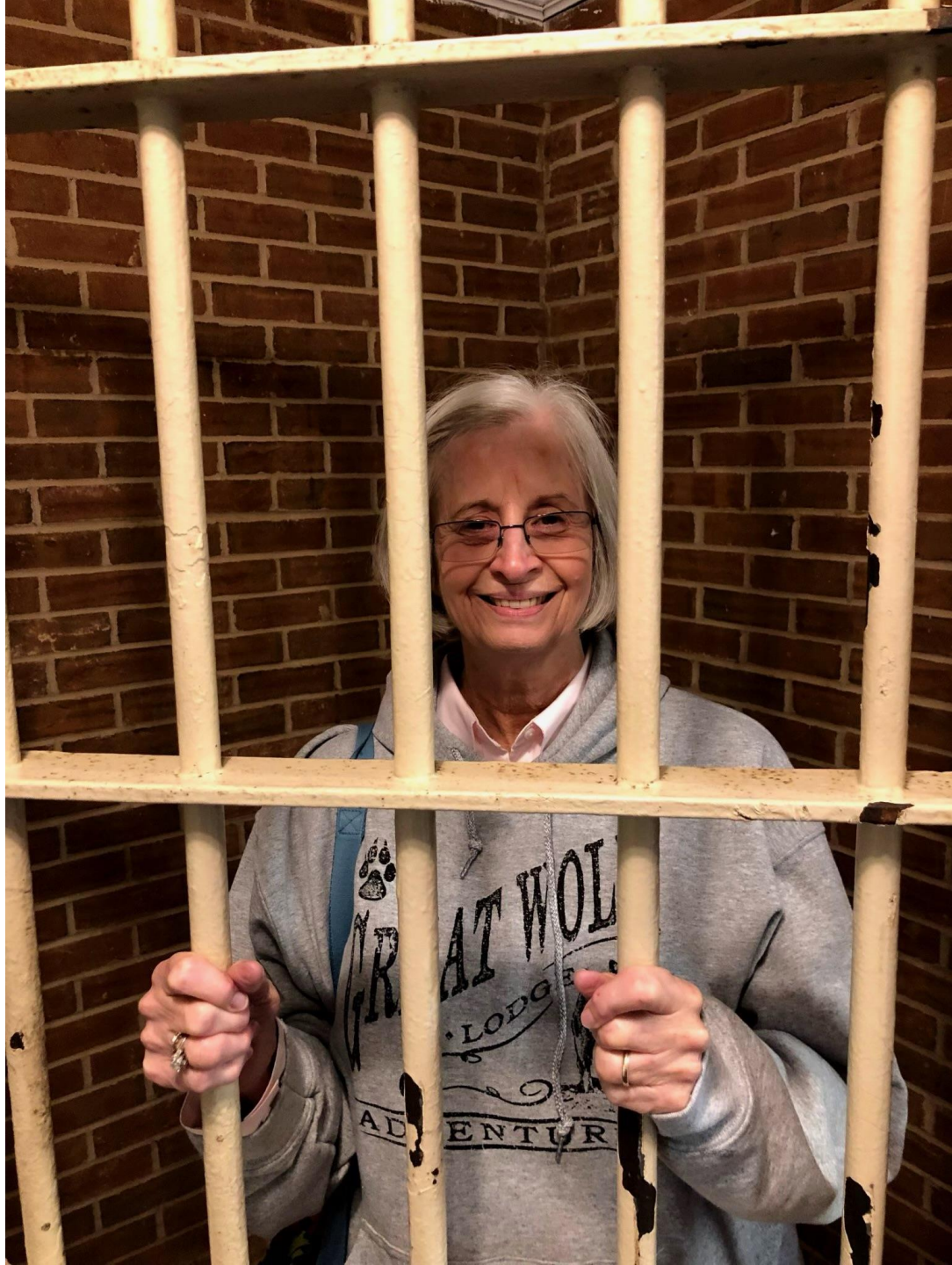


# **Domino's Pizza: Armed robbery**

**Thomas Durham**



**Wanted Fugitives**  
**(armed and dangerous)**





**THANK YOU & DRIVE SAFE!!**

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