



Crime Stoppers USA, Inc.

Board of Directors
Resource Development Task Force Report

January 13, 2010

Fellow Board Members:

The following is a summary of business currently falling under the Resource Development Task Force. Most of these projects were introduced in the December, 2009 Chairman's Report.

Motorola Grant

Crime Stoppers has been awarded a \$100,000 grant to help improve communications with the public and our membership. \$50,000 has been received with another \$50,000 due in April, 2010. The grant is designated to fund the following efforts and will be presented to the board to accept at the January 13, 2010 board meeting:

Marketing & Communication

Web Presence

Public Web Site Development/ Hosting	\$10,000
Member Site/Management	\$1,000
Web Conferencing/Webinar	\$500

Awareness Literature Materials

National Crime Prevention Institute Material Development	\$24,000
Distribution (Web, Print, Electronic)	\$6,000

Expo

Booth Design/Purchase	\$3,000
Promotional Materials (Brochures/Marketing Material/Expos)	\$7,000

Conferences

CSUSA National Conference - Motorola Sponsorship	\$20,000
Scholarship Awards	\$5,000
Conference Attendance	
Regional/State	\$5,000
Relationship Development/Conference Attendance	\$5,000

CSUSA Organizational Development

Board Development

Case Statement & Annual Report Development	\$5,000
Board Training	\$5,000
2010 Elections - Online Service Subscription & Postage	\$1,000

Administrative	\$2,500
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Total	\$100,000
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Fundraising

Dawn Sandstone will be submitting a proposal to the board to utilize her services for fundraising purposes. The proposal should include a plan for developing funding to launch the initiative, compensation and expenses with a fundraising goal that will not come out of the CSUSA budget.

Ashlan: Crime Stoppers Visa Debit Card

The Crime Stoppers Debit Card project is pending the establishment of a revenue sharing scheme with local programs and the website links being developed by Ashlan. One of the main issues yet to be resolved is how to determine how we will determine the amount of revenue generated in specific local program service areas.

3Wins

As of this writing 3Wins has revised their proposal after concerns raised about CSUSA committing to a 5-year contract, granting 3Wins too broad an authority, and compensation being too broad. The most current version of the 3WSins proposal will accompany this report for your review.

MicroDots

Just prior to the holidays MicroDots issued a deadline for commitment to a partnership that could not be met. MicroDots was also informed that DataDots has made an inquiry to support CSUSA.

DataDots

DataDots has an established relationship with Crime Stoppers Australia and has indicated the company would like to establish a similar relationship with Crime Stoppers USA. Chairman Tom Kern and Legal Advisor Richard Carter met with DataDots representatives and Crime Stoppers Australia Chairman Peter Price during a recent conference call. DataDots will be putting a proposal together for CSUSA in the next few weeks that should be presented at the February board meeting.

ETS

Conversations continue with Jim Van Cleave and ETS. Our relationship with ETS has resulted in an ETS representative in Los Angeles joining the LA Crime Stoppers board of directors.



CSUSA Awareness Materials Development

Responsibility for the CSUSA Awareness Materials initiative will be shared with the PR/Marketing Task Force. The start-up costs for the initiative come from the Motorola grant. The National Crime Prevention Institute, based out of the University of Louisville will be contracted to work with expert subject matter experts to design materials that CSUSA will own and can distribute to member programs and other sources deemed appropriate. The materials developed will address timely and relevant crime issues that our communities are facing with the intent of informing the public on how to minimize their opportunity of becoming a victim of certain crimes, how to detect if they have become a victim, and what to do if they have been victimized. The material may include such items as a PowerPoint presentation, customizable brochures, boilerplates for news releases, etc.

The materials produced will be revealed at the 2010 National Conference and attendees will walk away with the materials to immediately begin using in their communities. The longer term plan is to look for other entities willing to finance the development of more “modules” to add to the Crime Stoppers USA Crime Prevention Toolbox benefiting our local programs. Target has already indicated an interest in helping develop 2 additional modules and a \$20,000 grant has been requested.