

# Crime Stoppers USA

## 2010 Chairman's Goals and Objectives

GOAL	METHOD	DATE OF PROJECT	RESPONSIBLE PERSONNEL	HOW SUCCESS WILL BE MEASURED	ESTIMATED FUNDING
All original and CSUSA documents forwarded to CSUSA Legal Advisor for safe keeping.	<p>Anyone in possession of any documents pertinent to CSUSA forward originals (after scanning) to CSUSA Legal Advisor by March 1, 2010.</p> <p>Legal Advisor establishes place of safe keeping for documents and will make available as needed.</p> <p>Questions about what document qualifies should be directed to the Legal Advisor. Legal Advisor and Executive Committee has final authority to determine need to include.</p> <p>The list of documents includes but is not limited to:</p> <ul style="list-style-type: none"> <li>Articles of Incorporation</li> <li>By Laws (original and revisions)</li> <li>Contracts</li> <li>Memorandums of Agreement</li> <li>Any account information, statements, passwords</li> <li>Awards</li> <li>Letters from external entities</li> </ul> <p>Inventory completed and published by April 1, 2009.</p> <p>Executive Committee holds accountable anyone suspected of not complying through appropriate legal notification.</p>	<p>Begin January 1, 2009.</p> <p>Documents to Legal Advisor by March 1, 2009.</p> <p>List published April 1, 2009.</p> <p>Action initiated against violators May 1, 2009.</p>	<p>All current and former board members.</p> <p>CSUSA Legal Advisor</p>	Accumulation of all relevant documents for historical record, sustainability, and legal needs.	No anticipated cost pursuant to complete compliance.

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Move CSUSA Financial Records Online	Establish an account with Quicken Online or most appropriate system and migrate current data.	April 1, 2009.	Scott Abrams	Account opened and data moved into online account.  Security setting established with training and access provided to executive officers.  All account information and security information provided to CSUSA Legal Advisor for safe keeping.	Quicken Online \$40/Month
CSUSA National Conference	Develop relevant training and a forum to conduct CSUSA business.	January 1, 2009 Through September 5, 2009	Tami Lawlor  Conference Committee	Surveys of attendees and committee members.	\$5000 from CSUSA  Balance from registrations and sponsorships.
Publication of The Informer	Collection of relevant information for news articles, advertising income opportunities, and distribution to membership and supporters of CSUSA.	January 1, 2010 through December 31, 2010	Tami Lawlor  PR/Marketing Task Force  Board Members	Quarterly publication distributed appropriately.	No anticipated cost to CSUSA.

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Migrate CSUSA Membership Management from CSIM to Wild Apricot Membership Management Application	<p>Purchase online subscription.</p> <p>Establish account. (Completed)</p> <p>Migrate data from CSIM to new account. (Completed)</p> <p>Train CSUSA board members on application.</p> <p>Regional Directors</p>	<p>January 1, 2010 Through December 31, 2010</p> <p>Postal distribution to programs not responding to initial electronic notification by March 1, 2010.</p>	<p>Tom Kern to migrate data. (Completed)</p> <p>Greg Willey to oversee Regional Directors maintenance of members in their region.</p> <p>CSUSA Regional Directors to manage programs in their region.</p> <p>Membership Task Force to review and recommend membership issues.</p>	<p>25% in increase in membership by December 31, 2010</p>	<p>\$1200 annual cost for subscription to online membership management application. (Motorola Grant)</p> <p>\$500 postage and printing if needed.</p>
Redesign CSUSA Website	<p>Establish account with Internet Service Provider and select open source content management system,</p> <p>RFP and select qualified designer who will develop robust site that can be managed by designated board members.</p>	<p>1<sup>st</sup> Quarter 2010.</p>	<p>Tom Kern</p> <p>PR&amp; Marketing Task Force</p> <p>Consultation with Anderson Software when appropriate.</p>	<p>Implementation of new website valuable to general public, CSUSA membership, CSUSA board of Directors, CSUSA partners.</p>	<p>\$10,000 from Motorola Grant</p>

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Creation of CSUSA Awareness Campaign	<p>CSUSA partners with entities capable of providing expert knowledge on timely and relevant crime issues facing communities across the United States.</p> <p>CSUSA partners with Southern Police Institute and National Crime Prevention Institute to vet information and develop presentations.</p> <p>CSUSA partners with entities to help fund development of individual" modules" focusing on crime issues that will add to the total program.</p> <p>Selected local programs participate in development and testing of modules.</p> <p>Program introduced and launched via training at 2010 CSUSA National Conference.</p> <p>Final product made available to member programs.</p>	January 1, 2010 Through December 31, 2010	<p>Tom Kern</p> <p>Tami Lawlor</p> <p>Southern Police Institute</p> <p>National Crime Prevention Institute</p> <p>Established Partners</p>	Development of relevant training modules, presentations, brochures and other marketing materials to be distributed to member programs.	<p>\$20,000+ from Motorola</p> <p>Funding sources as developed.</p>
Establish Fundraising Campaign for CSUSA	<p>Establish a fundraising director position within CSUA responsible for seeking philanthropic donations and grants.</p> <p>Establish a Fundraising Committee who will work with the director to located and introduce potential donors. Committee may consist of people from outside CSUSA who have the capability of establishing relationships with donors.</p> <p>Development of case statement to be utilized for solicitation and annual reports.</p>	January 1, 2010 Through December 31, 2010	<p>Resource Development Task Force</p> <p>Tom Kern</p> <p>Dawn Sandone</p>	<p>Establishment of Fundraising Committee</p> <p>Appointment of Fundraising Director</p> <p>Income of \$250,000</p>	<p>Funding sources to be determined.</p> <p>\$5000 from Motorola Grant to develop case statement and material</p> <p>No cost from CSUSA budget.</p>

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Establish Online Webinar Account	<p>Open account with InstantPresenter.com for board to utilize for meeting, production of live and recorded webinars that can either provided to members and others for free or for a cost per view when appropriate.</p> <p>The subscription allows up to 50 concurrent logins to participate in unlimited video/audio conferences, meetings, or webinars.</p>	January 1, 2010	<p>Resource Development Task Force</p> <p>Tom Kern</p>	Purchasing subscription.	\$500 from Motorola Grant
CSUSA Expo Booth and Promotional Material	<p>Design and purchase an expo booth for CSUSA to utilize as a promotional tool at Crime Stoppers conferences and external opportunities.</p> <p>Design and purchase of promotional materials to distribute at expos.</p>	February 1, 2010	<p>PR/Marketing Task Force</p> <p>Tami Lawlor</p>	Expo booth and materials designed and purchased.	\$10,000 from Motorola Grant
On-line Voting Process	Subscribe to online voting process for CSUSA elections and bylaws changes.	In place by April 1, 2001	<p>Nominations Committee</p> <p>Margaret Jones</p> <p>Tom Kern</p>	Successful elections in August, 2010.	\$1000 from Motorola Grant
National Crime Tip System and CSUSA Staffing	<p>Institute a national Crime Tip system that will consist of the necessary staff to conduct day to day operations for CSUSA and monitor the national tip taking system that covers areas of the United States not served by a local Crime Stoppers program. The system and staff will also identify specific communities that would benefit from the establishment of a local program and provide the guidance to help local supporters.</p> <p>Seeking of support for national legislation and donations to fund staffing, resource, and technologies.</p> <p>Filing of H exemption for lobbying.</p>	January 1, 2010 Through December 31, 2010	<p>Resource Development Task Force</p> <p>Tom Kern</p> <p>Troy Daniels</p> <p>Scott Abrams – Filing of H exemption.</p>	<p>Necessary funding obtained.</p> <p>Cost of 800-222-TIPS covered for all programs and entire nation.</p> <p>Cost of TipSoft covered for all programs.</p> <p>Hiring of Staff.</p> <p>Establishment of permanent CSUSA headquarters.</p>	\$2.5 million

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Revise Bylaws	Take recommendations and make proposed revisions to CSUSA bylaws to make them more relevant to the operations of CSUSA.	January 1, 2010 Through September 1, 2010	Governance Task Force  Rob Sarrantonio  Nominations Committee  CSUSA Membership	Proposed bylaws presented to membership for voting and implemented and posted if approved.	No for seen cost to CSUSA budget.