



CRIME STOPPERS USA VISION COMMITTEE REPORT FOR 2011

I. Function of the committee

To facilitate discussion about which direction the membership for Crime Stoppers USA should be moving toward in the future.

II. Findings of the committee

The committee held several conference calls over the last month. The areas discussed boiled down to the two distinct topics of current membership and associate membership.

III. Current Membership

Crime Stoppers USA needs to do more to keep our current membership and give them a value for their money. Joining Crime Stoppers USA should be a "No Brainer" in making a decision to rejoin each year. These are the areas where we need to focus in the future, in order of importance:

A. Join the following organizations and utilize our membership to market Crime Stoppers USA.

- International Order of Chiefs of Police (IACP)
- National Sheriffs Association (look at different membership alternatives)
- National Attorney Generals Association

B. Schedule monthly webinars for CSUSA member programs.

The webinars could be for the Crime Stoppers Organization or for their Coordinator. A committee of Kevin Anderson, Mike Blatman, Barb Bergin and Cindy Kilgore will work to make the monthly conference calls happen. They will seek informative topics from the CSUSA board.

C. Restore the CSUSA Web Board and heavily promote it.

This will be part of the new CSUSA website.

D. Offer online training for CSUSA Member Programs in the following topics:

- Board Governance
- Marketing your organization
- Managing your Crime Stoppers Board
- Resource Development
- Strategic Alliances
- Strategic Planning
- Managing Volunteers

E. Marketing of the CSUSA brand and local program

Television shows, television commercials, music videos, print advertising, radio advertising, posters, etc.... need to be produced to allow CSUSA member programs to add a tag line or their program artwork to the media to advertise their program.

IV. Associate Membership

There are approximately 270 law enforcement Crime Stopper programs in the United States, which are using tipsoft, that are not tied to any civilian Crime Stoppers program. It is agreed by the committee that some of these could be prospective Crime Stopper USA members with civilian boards. However, Crime Stoppers USA also has competition which is diluting our brand with local law enforcement.

The Associate Membership program consisted of two types of membership, corporate membership and Law Enforcement. Corporate membership would include organizations such as Energy Crime Stoppers as well as US and Multinational Corporations. This was considered to be a priority.

It was agreed that an Associate Law Enforcement program be developed to offer a way to point Law Enforcement in the right direction, show them best practices for running a tip gathering program, and develop a minimum criteria for an associate program and determine what benefits the program would receive and what the dues would be. Crime Stoppers USA would then encourage these programs to set up a civilian board and become full members. Also, this would hopefully discourage rogue Law Enforcement programs from using the name Crime Stoppers.

V. Action Items

A. Immediate

- Join IACP and determine best membership for the National Sheriffs Association
- Set-up website bulletin board – purchase software to do so and heavily promote it
- Determine best webinar service to go with and the cost
- Create online education seminars for CSUSA member programs
- Create corporate associate membership program
- Create monthly webinars for CSUSA membership
- Heavily market the CSI / CSUSA 2012 Conference

B. Within one year

- Create marketing campaign for CSUSA
- Increase presence for the website
- Develop online educational programs for programs and law enforcement
- Market to corporations for membership

VI. Conclusion

It is best that Crime Stoppers USA first take care of existing member programs, solidify their membership and assist those programs with issues they currently need help with through the utilization of the Crime Stoppers USA website and other digital means of communication. Also, Crime Stoppers USA needs to offer more tools to our Regional Directors to assist them in their interactions with the programs in their regions.

VII. Committee Members

- John Lamb – Chair
- Scott Abrams – exoficio
- Chris Cameron
- Estela Quintanilla
- Mike Blatman
- Ron Conlin
- John Broad
- James Chambers
- Barb Bergin
- Kevin Anderson
- Cindy Kilgore