



***Our vision is:***

To establish Crime Stoppers as the Premier Community Based Crime Solving Program in the United States.

***To meet the membership needs, our mission is:***

To develop innovative resources and partnerships that promote Crime Stoppers throughout the United States.

Strategic Initiatives and Goals	Responsibility	Timing
<b>Strategic Initiative toward FINANCIAL VIABILITY – To ensure the long-term financial viability of Crime Stoppers USA</b>		
<b>Financial Strategic Goals</b>		
➤ A.1. Increase number of member programs while maintaining current dues structure	Membership	
➤ A.2. Identify and engage with Corporate Donors by establishing Establish annual funding goal.	Resource Devel.	
➤ A.3. Develop Annual Budget and 3 year Long Range Financial Planning.	Finance Comm	
➤ A.4. Aggressively pursue grant opportunities	Resource Devel.	
➤ A.5. Develop a long-term fundraising strategy that would target organizations with a relevant nexus towards Crime Stoppers such as banks, gas stations, security firms, etc. (Sally Cox proposal).	Resource Devel.	

<b>Strategic Initiative toward MEMBERSHIP. – To implement the findings of the Membership Vision Committee.</b>		
➤ B.1. Join and actively participate in strategically aligned law enforcement organizations such as the International Order of Chiefs of Police, National Sheriff's Association, National District Attorneys Assn., and National Attorney Generals Assn.	Exec Comm	7/1/2012
➤ B.2. Reinitiate the CSUSA Web Board and heavily promote it.	Membership	6/1/2012
➤ B.3. Offer online training for CSUSA member programs such as in the areas of board governance, marketing Crime Stoppers, managing a board, resource development, engage in strategic alliances, strategic planning and managing volunteers.	Training	10/2012
➤ B.4. Marketing the CSUSA brand to potential local programs.	Membership	
➤ B.5 Initiate the Associate Membership concept with law-enforcement agencies utilizing the Tipsoft Software and corporate relationships.	Membership	
<b>Strategic Initiative toward MEMBERSHIP SERVICES. – To undertake the appropriate services meeting membership needs while creating 'Best Practices' for local programs.</b>		
➤ C.1. Legal succession planning. Develop a plan that will provide for legal services for members if and when Judge Richard Carter decides to retire.	Exec Comm	7/1/2012

➤ C.2. Informer and website. Enhance membership experience through quarterly publications of the CSUSA newsletter and maintaining an up-to-date and website that is continuously renewed with relevant information.	Communication	Ongoing
➤ C.3. Survey and credential CSUSA preferred vendors ensuring that products and services are of the highest quality and cost effective to the CSUSA membership. (Contract template)	Exec Comm	8/1/2012
➤ C.4. Annual Training Conference. Develop relevant and contemporary training allowing local programs to excel and achieve organizational success.	Training	7/1/2012
➤ C.5. Develop web training tools/modules that may complement or augment the annual training conference while charging a nominal amount to improve CSUSA revenues yet encouraging members to physically participate in the annual training conference.	Training	1/1/2013
➤ C.6. Create appropriate templates for programs that provides consistency and conformity for all CSUSA programs while improving brand identification for CSUSA. May include establishing guidelines and/or standards for operation of local programs.	Membership	
➤ C.7. Create a seamless social media platform for CSUSA members that ties into the CSUSA social media connections and linked to CSUSA website.	Communication	
➤ C.8. Develop programs by establishing minimum criteria to achieve full membership status on an annual or biennial basis which focuses on 'Best Practices.	Membership	
➤ C.9. Identify and engage local programs in financial distress and providing the appropriate resources and services to restore financial viability.	Finance Comm	
<b>Strategic Initiative toward CSUSA ORGANIZATIONAL EXCELLENCE. - To develop and engage with the appropriate resources ensuring national recognition and prominence in the law enforcement community.</b>		
➤ D.1. Target further collaboration the US Marshals Service, FBI, and Homeland Security by establishing ongoing working relationships through regular engagement and communications.	Exec Comm	
➤ D.2. Develop an organizational plan that incorporates the services of an executive director to perform the administrative tasks in achieving operational and financial initiatives. This may only be accomplished in conjunction with achieving financial strategic objectives with sustainable revenue sources.	Exec Comm	8/1/2012
<b>Strategic Initiative toward LEGISLATION – Provide an effective means to develop and foster legislation that promotes Crime Stoppers and law enforcement</b>		
➤ E.1. Develop Legislative Liaison – National	Legislative	