



## Crime Stoppers USA Strategic Plan

***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 by 30% while maintaining current dues structure.  | Membership      | 12/31/17      |
| ➤ A.2. Identify and engage with Corporate Donors by establishing annual funding goal.   | Resource Devel. | 12/30/14      |
| ➤ A.3. Raise \$300,000 annually.  | Resource Devel. | FY 14, 15, 16 |
| ➤ A.4. Apply for one grant every three months.  | Resource Devel. | FY 15, 16     |
| ➤ 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. | 12/31/15      |
| ➤ A.6. Develop the appropriate contacts at the federal level for a sustainable revenue stream through the BJA, forfeiture fund or Super Fund while working through the US Treasury and others to secure national funding to Crime Stoppers USA. | Resource Devel. | 12/31/14      |
| ➤ A.7. Evaluate outside-the-box, nontraditional funding such as Crowd Source funding to enhance Crime Stoppers USA venture viability, and if successful, share in how to process with local Crime Stoppers programs.                            | Resource Devel. | 12/31/15      |

|   |                           |                                  |
|---|---------------------------|----------------------------------|
| <b>Strategic Initiative toward MEMBERSHIP SERVICES. – To implement and undertake the appropriate services meeting membership needs while creating ‘Best Practices’ for CSUSA and local programs.</b>  |                           |                                  |
| ➤ B.1. Continue membership or 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. | Executive Law Enforcement | Ongoing                          |
| ➤ B.2. Reinitiate the CSUSA Web Board and heavily promote it.   | Website                   | 6/30/15                          |
| ➤ B.3. Legal succession planning. Develop a plan that will provide for legal services for members if and when Judge Richard Carter decides to retire.   | Executive                 | 12/31/15                         |
| ➤ B.4. Maintain an up-to-date website that is continuously renewed with relevant information.   | Website                   | Ongoing                          |
| ➤ B.5. Develop a contract template for CSUSA preferred vendors ensuring that products and services are of the highest quality and cost effective to the CSUSA membership.   | Executive                 | 6/30/15                          |
| ➤ B.6. Annual Training Conference. A completed training agenda available to membership at least five months prior to the annual training conference.  | Conference                | FY 15: 3/15/15<br>FY 16: 5/15/16 |



## Crime Stoppers USA Strategic Plan

|  |                                     |          |
|--|-------------------------------------|----------|
| ➤ B.7. Develop and offer web/online 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. Topics focusing on board governance, finance, marketing Crime Stoppers, managing a board, resource development, engage in strategic alliances, strategic planning and managing volunteers. | Training & Ed                       | 3/30/15  |
| ➤ B.8. Update CSUSA program manual. Include 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                          | 12/31/15 |
| ➤ B.9. Maintain the seamless social media platform for CSUSA members that ties into the CSUSA social media connections and linked to CSUSA website.  | Social Media                        | Ongoing  |
| ➤ B.10. Develop programs by establishing minimum criteria to achieve full membership status on an annual or biennial basis which focuses on 'Best Practices.   | Membership                          | 12/31/16 |
| ➤ B.11. Identify and engage local programs in financial distress and providing the appropriate resources and services to restore financial viability.  | Finance                             | Ongoing  |
| ➤ B.12. Continue to develop international alliances with the United Kingdom while seeking others as partners in a North American Alliance, such as Canada.   | Executive                           | 12/31/16 |
| <b>Strategic Initiative toward CSUSA ORGANIZATIONAL EXCELLENCE. - To develop and engage with appropriate internal and external resources ensuring national recognition and prominence involving Crime Stoppers USA.</b>  |                                     |          |
| ➤ C.1. Continue targeting further collaboration the US Marshals Service, FBI, DOJ and Homeland Security by establishing ongoing working relationships through regular engagement and communications.   | Executive                           | 12/31/15 |
| ➤ C.2. Meet the increasing demands of membership services, significant administrative burdens of a growing charitable, tax-exempt organization, and to initiate a day to day operations of Crime Stoppers USA, CSUSA should engage the services of an executive director and paid staff as soon as practical given certain financial strategies and goals.   | Executive<br>Development<br>Finance | 12/31/17 |
| ➤ C.3. Develop appropriate structure to recruit and retain resourceful and talented board members as volunteers for Crime Stoppers USA.  | Nominating                          | 12/31/15 |
| ➤ C.4. Initiate a comprehensive public relations/marketing plan to create public and membership awareness surrounding the image, reputation and branding of the Crime Stoppers concept.  | PR/Marketing                        | 12/31/16 |
| ➤ C.5. Achieve national prominence as the primary, anonymous tip taking process in the United States by developing a plan and system to engage all Crime Stoppers organizations to utilize 1-800-222-TIPS while engaging with the federal agencies as to the efficiency and economies of a single national tip line.   | Executive<br>Legislative            | 12/31/16 |
| ➤ C.6. Crime Stoppers USA should engage with technology partners to meet the needs of its local Crime Stoppers programs, national integrated anonymous tip taking processing and coordinated resources through federal, state and local law enforcement agencies.  | Executive                           | 12/31/15 |



## Crime Stoppers USA Strategic Plan

|   |                      |          |
|---|----------------------|----------|
| <b>Strategic Initiative toward LEGISLATION – Provide an effective means to develop and foster legislation that promotes Crime Stoppers and law enforcement</b>  |                      |          |
| ➤ D.1. Continue development with current Legislative Liaison – National   | Legislative          | 12/31/14 |
|   |                      |          |
| <b>Strategic Initiative toward SCHOLASTIC PROGRAMS - Determine which method CS USA would consider endorsing</b>   |                      |          |
| ➤ E.1. Through a coordinated national effort, identify and develop a relevant, consistent yet flexible Scholastic program model that can be replicated through any local Crime get stoppers program in the United States. | Executive Membership | 12/31/15 |
|   |                      |          |