

The Informer

CRIME
STOPPERS
U • S • A



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Editor: Tami Lawlor

“The world is a dangerous place to live not because of the people who are evil but because of the people who don’t do anything about it.”

Albert Einstein



FROM THE CHAIR



Crime Stoppers USA’s mission: To develop innovative resources and partnerships that promote Crime Stoppers throughout the USA.

In August, during the 2009 CSUSA conference, the Crime Stoppers USA Board of Directors, along with a number of CSUSA members, assembled the framework for a strategic plan that will focus our resources in the coming twelve to eighteen months. Those in attendance began by brainstorming to identify specific issues pertaining to their vision of what CSUSA should be striving to accomplish. As a result, task forces have been created to focus on four core areas : Governance/Accountability, Membership, Resource Development, and Public Relations & Marketing.

Additionally, each task force has identified key action items and deadlines for their completion. I look forward to seeing the progress these task forces make in the coming months and the benefits we will reap from their efforts. But this plan is not just the responsibility of your board of directors. It is the responsibility of our entire organization. As we continue to build upon our collective strengths, we invite you to become more involved and to contribute your thoughts and talents. Next August, CSUSA will hold elections for a majority of the CSUSA board positions and this is an excellent opportunity for anyone interested in assuming a national leadership role to get involved and explore their options. For more information about the strategic plan or to contribute your ideas, contact us at 4info@crimestopusa.com.

An outline of the strategic plan can be seen on page 11.

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Special Notes

- * August 2010 National CSUSA Conference
- * October CSI Conference—Queensland, Australia
- * September 2010 CSUSA Crimestoppers month

2010 CSUSA NATIONAL CONFERENCE UPDATE

With the 2009 CSUSA over, we have immediately begun working on preparation for the 2010 conference. We have taken comments from past delegates and are incorporating training YOU are asking for.

Put the dates on your calendar now: Aug 29-Sept 2 2010 we will gather in beautiful San Antonio, TX at the Marriott Riverwalk. More information will follow on how to register before the end of the year.

How do you get involved now? Send us an email at 4info@crimestopusa.com with training you would like included. We are putting out a call for presentation so if you have an expert in any field relative to our boards, coordinators and/or partners let them know. We are searching for the best in the areas of Identity Theft awareness, Sexting, Adam Walsh Act, social enterprise, social marketing....just to name a few. Please put 2010 Conference in the subject line and send us your ideas.

As a side note: we have secured the rates at the hotel \$117 per night for 3 days prior and post of the conference for anyone who would like to sneak away for a quick vacation with friends or family. You will see a great deal of information about training, networking and social opportunities tied into these 4 short days of training. Register early we only have a limited number of rooms.

Below see a few highlights from the 2009 CSUSA conference.



EXTRA, EXTRA, NAME THAT CONFERENCE

We are looking for the theme which will tie all presentations and workshops together at the 2010 conference. Do you have ideas? Send them to 4info@crimestopusa.com and you could win complimentary registration for two people to the conference. CSUSA is looking at a theme which will carry through for the following 12 months until we all meet again in 2011 national conference. Deadline is Nov 1st, 2009 so put on your thinking caps and don't delay. Please put "conference theme" in the subject line. Winners will be notified by end of November and we will publish the theme in the next issue of the Informer.

HOW NONPROFITS CAN USE FLICKR



<http://www.flickr.com/groups/csusa2010/>

I have been interested in using Social Media as a way of keeping in touch with old friends and colleagues on a social level for about 2 years. It has just been over the past few months I have begun to see how non-profits benefit from using the various sites to brand, enrich and expand their cause. There are so many sites that provide free resources to communicate, enhance, reduce work load, and maximize events. With the great number of social media sites it can become overwhelming at first glance. In an effort to help you learn to use these site for your program we will address them one at a time. Last issue we talked about Facebook now, this edition we will discover Flickr and how it can be helpful to you.

What is Flickr

Flickr is an online photo sharing site. Many of nonprofits have started using Flickr to increase their visibility online. Flickr has become a popular social media tool because it allows nonprofits to upload their photos and supports an active community where people share and comment on each other's photos. But what truly sets it apart is the tagging feature. Tagging (keywording) your photos makes them easy to locate on Flickr and the web.

Here are five innovative ways that your nonprofit can use Flickr to reach new people and build a rich online community:

1. Run a photo contest

Use your organization's Flickr album as an engagement tool and run a photo contest on Flickr. Invite your supporters to post their photos, add a link to your Flickr group on your website and Facebook. It also allows for some great feedback from the community.

2. Tell your story through Flickr

We all know the phrase "A picture is worth a thousand words" so why not let them tell your organizations story, show involvement with community, awards presented to law enforcement, or feature a wanted suspect. Setup an account at Flickr, post pictures about your cause and spread your story or connect with your supporters and start a Flickr group. Groups can be private or public and can be organized around an event, subject, theme or pretty much anything you want the group to be about. Encourage everyone to comment and give their feedback on the photos.

HOW NONPROFITS CAN USE FLICKR

3. Promote your event

Upload your event photos and encourage your attendees to do the same. Adding photos and organizing them on Flickr is really easy too. You can create sets or sub folders within your Flickr account to showcase your event photos and share them with everyone. This will help you reach a much wider audience than if you just posted them on your web site.

4. Engage your volunteers

Encouraging volunteers to share photos, ideas and stories allows your nonprofit to take advantage of the creativity of as many people as possible and engage them in your cause. Volunteers are an asset for all nonprofit organizations and they are always willing to help. You'll be amazed by how fast they can connect with your members and potential supporters.

As we move into 2010 I challenge you to upload your photos in the Crime Stoppers USA Flickr group at <http://www.flickr.com/groups/csusa2010/>. We will use your photos in newsletters, video clips in training conferences and highlighting success stories.

GET SUBSCRIBED

Are you getting it?

Seriously.

Are you getting The Informer and other announcements published through the Crime Stoppers USA communications network?

If not, all you have to do is subscribe - and it is simple.

Just go to <http://Subscribe.CSUSAonline.org>

and you will start receiving publications from

Crime Stoppers USA.

Now your getting it.

Enjoy.



Crime Stoppers USA has partnered with Target and M&I Bank to give CSUSA member programs the opportunity to provide a security system to a local community crime fighting partner. Target has generously donated dozens of surveillance cameras, multiplexors, and monitors. M&I Bank has donated ten DVR systems. Combined the equipment valued at nearly \$100,000, will enable Crime Stoppers USA to assemble several surveillance systems that local programs can utilize to help meet a crime fighting need in their community. Only Crime Stoppers USA programs that have paid their 2009 membership dues by June 1st, 2009 are eligible to apply. If you are unsure of your program status you can send an email to 4info@crimestopusa.com.

Qualified uses for the equipment include use by a law enforcement agency serving your community, community based organizations established and run by local government, another 501(c)3 not-for-profit or organization serving your community, or an organization deemed appropriate by the grant selection committee. For profit businesses, individuals, private homes, social clubs or fraternal organizations, unions, private security companies, private police agencies, and local Crime Stoppers programs do not qualify to receive equipment under this grant. Local programs may submit up to three applications for different organizations in their community but only one system can be awarded to a local program. The equipment has been tested and found to be in good working order but is not warranted or guaranteed by Crime Stoppers USA or the companies donating the equipment.

Grant applications must include:

- Local Crime Stoppers program name, location, and proof of current 501(c)3 status.
- An explanation of how and where the equipment is to be utilized and for what period of time the equipment will remain in place.
- Contact information for the local Crime Stoppers member responsible for the equipment.
- Contact information for the responsible individual of the organization receiving the equipment.
- A letter of support from the head of a local police agency endorsing the local project and the need for the equipment.
- If the equipment is to benefit a local not-for-profit or community based organization, a letter of support from that organization is required in addition to the letter of support from the head of a local police agency.
- Ability to pay for any and all shipping costs that may be incurred in delivery of the equipment.
- Capacity to install and maintain the equipment.
- Capacity to purchase wiring, power supplies, and other miscellaneous components to complete the system.
- Capacity to install and maintain the system within 30-days of receiving the equipment.
- Plan for promoting and publicizing the donation.
- Ability to provide Crime Stoppers USA a progress report within 60-days of receiving the equipment documenting the installation and implementation including written documentation from the recipients of the equipment, photographs of the facility and usage, any press releases and news articles promoting the local project.

REGIONAL HIGHLIGHT

Region 7

The Illinois State Crime Stoppers Association (ISCSA) is known as a one of the leading.

State Associations in the USA. They host an outstanding conference every May that is very well attended and very well organized. They are currently working on an ISCSA Hall of Fame and have selected their first inductee. Their honoree is a founding member of their board and has been the driving force and back bone of their state association since the beginning. They plan to hold this tribute event in July.

The Sangamon and Menard County Crime Stoppers in Ohio has an ingenious way of ridding neighborhoods of drug houses. That Crime Stoppers Program has a large bright orange dumpster that they place in neighborhoods plagued with a drug house. The dumpster is affixed with yellow solar powered flashing lights that activate at dusk and has a camera dome in the middle and a perch on the inside where a camera sits. "There is a suspected drug house in your neighborhood" is painted on the dumpster as well as the Crime Stoppers Tip Line number. Once Crime Stoppers gets information about a drug house from police, the dumpster is placed on the public street near the suspected drug house. But before the dumpster is placed at a location, pamphlets are passed out to everyone on the block to make them aware of why the dumpster was placed there and to advise them on how to identify suspected drug activity. When the dumpster was placed at the first location, the target moved out within 2 days.

Law Enforcement in Michigan has a new weapon against crime it's *767. This is the number prison inmates can call to report information on serious crimes anonymously. The program, offered by Crime Stoppers of Michigan (Detroit area), allows inmates to use any payphone in any Michigan prison and dial *767 to be connected directly to Crime Stoppers free of charge. Through this program, inmates that want to share information anonymously will be just four digits away from being able to assist law enforcement in solving serious crime.

WE WANT YOUR HELP

Do you have materials you feel are the best. CSUSA is looking for your help in compiling copies of by-laws, policies and procedures, brochures, posters, etc. We want anything you feel would benefit fellow local programs.

CSUSA will compile all documents received and place them in a member only area located on the CSUSA website. As a CSUSA member program you will have access to take these documents and use them within your own local program. Many of our programs spend a great deal of time forming committees to revise by-laws and develop marketing documents. Here is a chance to help one another.

To provide documents to help start this library please send them to 4info@crimestopusa.com. Please put in the subject line library documents.

Is Your Organization Compliant With Tax Filings?

K. Scott Abrams, CPA, FHFMA

Treasurer – Crime Stoppers USA

The Internal Revenue Service has implemented some significant changes in the tax exempt reporting process. Since one of the requirements of being a Crime Stoppers program is being a 501(c)(3) tax exempt organization, as recognized by the Internal Revenue Service, it is important to understand these changes so that your organization is compliant with the updated tax regulations. The Internal Revenue Service has implemented a three-year transition for tax exempt organizations required to file annual returns. Remember, as a tax exempt organization, it must allow for viewing or provide a copy of its tax returns to anyone from the public, media or others requesting to see that organization's tax exempt application and recent tax returns... it is the law!

In the past, small local Crime Stoppers programs may not have been required to file any reports with the Internal Revenue Service. However, beginning with tax years ending in calendar 2008 with filing to be performed in 2009, all tax exempt organizations must report and file an annual tax return. The biggest change is for the smaller organizations, which are classified by the Internal Revenue service as having gross receipts of equal to or less than \$25,000. These organizations are required to file what is called a Form 990-N. This form is to be completed electronically and is known as an 'E-Postcard'. In order to make an initial filing with Form 990-N, you'll first need to register your organization on the Internal Revenue Service website, which will then allow you to create the Form 990-N. As a quick reference, you can find these instructions at: <http://epostcard.form990.org/>. However, should your organization so desire, it may file Form 990 or 990-EZ, which provides additional financial and organizational information to anyone wishing to review the filed tax form.

For some medium and larger size Crime Stopper organizations, based on the IRS three-year transition filing requirement, the form your organization may need to file may change depending on your financial activity and annual gross receipts. The table below outlines this three-year transition for tax exempt organizations and the requirements of which form to file respectively for those years. In addition, some noticeable changes and modifications have been made to the Form 990 and Form 990-EZ forms and schedules and in many instances have been expanded. It is important to understand the new requirements in filling out and submitting appropriate information.

<i>2008 Tax Year (Filed in 2009 or 2010)</i>	<i>Form to File</i>
Gross receipts normally \leq \$25,000	990-N
Gross receipts $>$ \$25,000 and $<$ \$ 1 million, and Total assets $<$ \$2.5 million	990-EZ or 990
Gross receipts \geq \$1 million, or Total assets \geq \$2.5 million	990

Is Your Organization Compliant With Tax Filings?

<i>2009 Tax Year (Filed in 2010 or 2011)</i>	<i>Form to File</i>
Gross receipts normally \leq \$25,000	990-N
Gross receipts $>$ \$25,000 and $<$ \$500,000, and Total assets $<$ \$1.25 million	990-EZ or 990
Gross receipts \geq \$500,000, or	990

<i>2009 Tax Year (Filed in 2010 or 2011)</i>	<i>Form to File</i>
Gross receipts normally \leq \$25,000	990-N
Gross receipts $>$ \$25,000 and $<$ \$500,000, and Total assets $<$ \$1.25 million	990-EZ or 990
Gross receipts \geq \$500,000, or	990

<i>2010 Tax Year and later</i>	<i>Form to</i>
Gross receipts normally \leq \$50,000	990-N
Gross receipts $>$ \$50,000 and $<$ \$200,000, and	990-EZ or 990
Gross receipts \geq \$200,000, or Total assets \geq \$500,000	990

It is important for each Crime Stoppers organization to review its responsibility in completing and meeting any and all tax reporting requirements. If necessary, your organization might want to enlist the help of a local accounting firm to assist with any clarification of your organization's responsibilities. Also, you can find additional information about the filing and reporting requirements at the Internal Revenue Service website located at: www.irs.gov.

*"The Informer's Privilege
is not "absolute".*

*"While it is great to
celebrate victories in
the courts, one must
be careful not to misin-
terpret or misrepresent
the court decisions and
opinions. "*

CSUSA LEGAL UPDATE

KEEPING YOU LEGIT



HOW SAFE ARE *CRIME STOPPERS* INFORMANTS IN THE UNITED STATES?

by Judge Richard W. Carter (Ret.)

The "informer's Privilege" exists in both Canada and the United States. Do the laws of one nation protect Crime Stoppers informants better than the other?

The Supreme Court of Canada in *R. v Leipert*, 1 S.C.R. 281 (1997), stated that the only exception to the Informer's Privilege is "Innocence at Stake", i.e. "where the disclosure of the informer's identity is necessary to determine the innocence of the accused." This is the equivalent of the United States law in *McCray v. Illinois*, 386 U.S. 300 (1967) and other federal cases. Predating *Leipert* by 11 years is the Crime Stoppers case of *U.S. v. Zamora*, 788 F.2d1025 (10th Cir. 1986) which ruled that the informer's identity need not be revealed on the mere allegation by the defendant that the informant was more than a mere tipster.

The Informer's Privilege is not "absolute". In Canada, if the facts show "innocence at stake" then the court may have to disclose the identity of the Crime Stoppers informant. In the United States, if constitutional rights prevail under the facts, the same disclosure could result. Fortunately, Crime Stoppers is not likely to know who the informer is, and, furthermore, Crime Stoppers knows how to protect its informants. Hooray for the US and Canada!

While it is great to celebrate victories in the courts, one must be careful not to misinterpret or misrepresent the court decisions and opinions. In a more recent decision of the Canadian Supreme Court, the 8-1 majority on October 11, 2007, held that "the informer privilege rule is mandatory (subject only to the innocence at stake exception)." Yet, some headlines proclaimed that the "SSC says informer privilege is absolute". The Court said no such thing. Again, no Informer's Privilege in Canada or the US is absolute.

The "answer" to the question in the title of this piece therefore is: "As safe as an in Canada or any other nation recognizing the "Informer's Privilege".

CSUSA 2010 STRATEGIC PLAN

(Continued from page 2)

Governance/Accountability Task Force

Task Force Leader: Rob Sarrantonio

Priorities:

- ★ Achieve Board and leadership accountability.
 - ★ Establish Board operating policies.
 - ★ Develop Board orientation packet.
 - ★ Revisit mission regularly.
 - ★ Establish formal partnerships with national/regional/international law enforcement.
 - ★ Maintain unity and focus of the Board.
 - ★ Consider reorganization into a national program.
 - ★ Hire professional director or management service.
 - ★ Establish accreditation for statewide programs.
 - ★ Research other association management models.
- Enhance communication and transparency at all levels.

Membership Task Force

Task Force Leader: Margaret Jones

Priorities:

- ★ Achieve 100% dues paying members.
 - ★ Identify and provide member benefits that promote membership.
 - ★ Set a percentage increase in membership goal.
 - ★ Make training and conferences relevant.
 - ★ Provide consistency in practices and policies.
 - ★ Complete the CSUSA library.
- Enhance communication and transparency at all levels.

Resource Development Task Force

Task Force Leader: Gary Potter

Priorities:

- ★ Establish unrestricted sustainable income.
 - ★ Develop grants, sponsorships for national and local programs.
- Enhance communication and transparency at all levels.

PR/Marketing Task Force

Task Force Leader: Ken Kelly

Priorities:

- ★ Develop a nationwide PR/Media campaign.
- ★ Be recognized in all states and DC.
- ★ Have a national phone number system.
- ★ Trademark Scholastic CS.
- ★ Have printable link for collateral materials.
- ★ Brand CSUSA.
- ★ Encourage consistency in logo, messages, etc.
- ★ Continue newsletter.
- ★ Enhance communication and transparency at all levels.

THE THREE RS OF BUILDING BETTER BOARDS



An organization cannot ask for better guidance than with Jean Block. Crime Stopper programs use her regularly for her wisdom and guidance in how to develop and manage programs to reach their greatest potential.

Crime Stoppers is honored to announce that she has agreed to provide articles for the next four issues of *The Informer*. These may be the greatest learning tools you come across in any newsletter, so read them carefully and pass along to your other board members.

We asked Jean to give us a look into her success, below you will learn a little about the “wizard behind the curtain”.

I organized my first fundraising event in 1955 when I was thirteen years old and growing up in a little college town in Ohio. The event was a backyard carnival for C.A.R.E. and raised more than \$500. Not bad for a kid's effort!

In addition, I help nonprofits develop and strengthen their Boards and am often called upon as a motivational speaker on volunteering and service. I have been an adjunct professor at the University of New Mexico, teaching a certificate course on nonprofit management, and as faculty for the US Chamber of Commerce Institute for Organization Management.

I work hard to establish a positive, high energy and creative atmosphere to allow people to think “out of the box”, make a strong commitment to their organization and set realistic, achievable goals, both individually and as a team.

THE THREE RS OF BUILDING BETTER BOARDS

And just what are the Three Rs? It’s easy to remember: *Recruitment. Retention. Recognition*. In this article, we will discuss the importance of retention.

PART 2 – RETENTION

If you have worked hard and long to recruit effective and committed Board members, it is important to focus on keeping them fully engaged until their terms have expired.

Annual Commitment Letter

Although volunteers sign on with every intention of staying totally involved, their lives can change and focus in other directions. What you don’t want is one or more distracted, uninvolved and unproductive volunteers sitting on the Board! I recommend annual Commitment Letters.

Develop a Commitment Letter that restates the requirements in your Board Member Job Description. Include a blank space for the volunteer to commit to a specific financial level. Most important is a paragraph that says “If at any time I cannot fulfill the requirements of serving on this Board of Directors, I will give immediate notice of my resignation to the President of the Board.”

THE THREE RS OF BUILDING BETTER BOARDS (CONT.)

Continued from page 12.

Ask every Board member to review the commitment annually and sign the letter. Then, if a volunteer has not fulfilled the commitments, the Board President can discuss options with the Board member, either to get involved or step down until he or she can.

Get Organized with Committees

Effective Board members expect effective Board management. This expectation requires the Board to operate in a manner that respects Board volunteers' time and talent.

Board committees should have annual plans of work, based on the strategic plan for the organization. Board committees should be chaired by a member of the Board with particular talent and skill for that committee's scope and should include at-large members from the community or other non-Board members to spread the work around.

Hold Effective Meetings

Respect volunteer time. Expect Board members to come to meetings prepared to do business. Send a packet before the meeting with agenda, financial report, minutes and any attachments that require Board action. Start and end meetings on time. Delegate committee discussions to the appropriate committee. Use Robert's Rules to move the Board business along efficiently.

Annual Planning

We have to remember that Board members are volunteers with lives outside the organization. It is critical that you have an annual plan of work for the Board so members can stay focused.

An annual planning retreat allows Board and key staff to work together to identify and establish priorities and develop the plans to achieve change. The retreat should include opportunities for fun and team building and should result in a plan of work for the coming year with accountability and time lines.

You Get What You Accept and What You Reward!

Set and keep high standards for Board performance. If it is OK for some members to attend meetings irregularly, then why should others make an effort to come to every one? Or if a few make an annual contribution and others don't, why should some carry the financial burden for others?

Take annual Commitment Letters seriously. It is an honor and a privilege to serve on your Board of Directors and your organization's mission is too valuable to accept less.

Stay tuned to the next addition for the next "R"

This series is contributed by Jean Block, a national consultant in nonprofit management, Board development, fundraising and social enterprise. Visit her web sites to learn more. www.jblockinc.com and www.socialenterpriseventures.com.



DID YOU KNOW

If you are planning a state meeting or Crime Stoppers conference we may have expert, affordable speakers available to assist you. Looking for some on the following topics:

- CSUSA goals and resources
- Collaborative Partnerships
- Legislative Issues/Legal Issues
- Fund Development
- IRS regulations
- Strengthening your Board
- Marketing Your Program
- Working with Technology
- Social Media Marketing
- And many more

For more information or if you are interested in being listed as a speaker send an email to 4info@CrimeStopUSA.com.

CALENDAR OF EVENTS

- October 11th-14th, 2009—CSI conference, Queensland, Australia
- Executive Director Training, Fort Worth Tx
- CSI Crimestoppers month
- Aug 29th—Sept 2CSUSA National Conference, San Antonio TX
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If you have events you would like added to the Calendar please send to 4info@CrimeStoppersUSA.com