



# **\*\*TIPS**

**New Crime Stoppers USA Benefit**

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**&**

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# What is \*\*TIPS?

New CSUSA benefit for implemented beginning of 2022

CSUSA partnership with \*\*MOBILE

Supplement to your local and 1-800 phone numbers

State of Florida has been utilizing for several years

Easy to remember, good for marketing program

Anonymous tip processing

\*\*MOBILE underwrites the cost through Crime Stoppers USA

# How does \*\*TIPS Work?

\*\*MOBILE has mapped out all Crime Stoppers USA local programs information based on our current database for:

- Local program Location
- Tipsline phone number
- Online tips URL

\*\*MOBILE provides the connectivity capabilities to Crime Stoppers

\*\*TIPS will work anywhere within the 48 contiguous states and is anonymous

# How does \*\*TIPS Work for Tipster?

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Tipster dials \*\*TIPS

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Tipster asked location calling from

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Tipster's call will be directed to the Crime Stoppers organization related to this location

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Prior to connection with the local program, Tipster informed a text message will be provided and an online option to leave tip will be provided

# Instructions to Conduct the Test

- **Instructions to conduct the test:**

- To demo the new nationwide set up of \*\*TIPS please Dial 415-323-4096
- When you Dial 1-415-323-4096 you will be greeted by a voice recording
  - *"Thank you for calling Crime Stoppers to provide an anonymous tip via our \*\*TIPS system. To better assist you please say the city and state you are calling from Please stay on the line while we connect you. At the end of this call, we will send you a one-time text with a link to submit online if you prefer."*
- The call gets connected to the call center and the caller should receive this text message:
  - *\*\*TIPS: Your anonymous TIP is vital to law enforcement's fight against crime. Tap the link and help make your community a safer place! <http://m.dial.bz/89mq8x2dzlgkV6>*
- When you tap the link the Visual Engagement for that Location will appear (below is an example from Anchorage, Alaska of what the visual engagement will look like).



- Has the look and feel of an app, without having to develop an app.
- Call to actions clearly on the top and bottom footer
  - Call \*\*tips
  - Submit a Tip
  - Tip Follow UP
  - Sponsors
- Customized marketing message in the center with local branch logo

# Request of Local Programs

- If you haven't already, we are asking all Crime Stoppers programs to conduct this simple test regarding \*\*TIPS for their local program.
  - If , after completing the test, it didn't work as previously described, please reply to the following questions below (just copy and paste them into the email) and return by email to [StarStarTIPS@CrimeStoppersUSA.com](mailto:StarStarTIPS@CrimeStoppersUSA.com):
1. Were you connected with your local Crime Stoppers program after supplying your city and state?
  2. Name of your program and location:
  3. Program Tipline phone number:
  4. The phone number of the phone you used to call:
  5. Date you called:
  6. Were you provided a text message at the end of the call?

Thank you for your assistance!

Contact Info:

Tim Keyes or K. Scott Abrams

StarStarTIPS@CrimeStoppersUSA.com