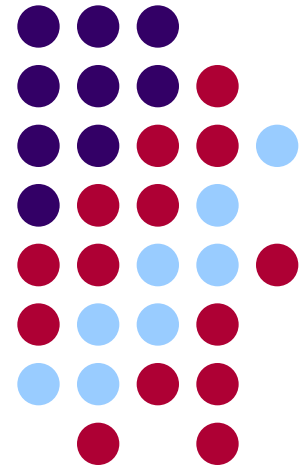
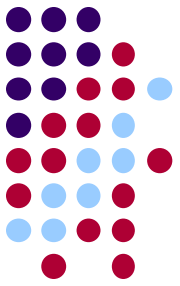


# Crimestoppers Fundamentals

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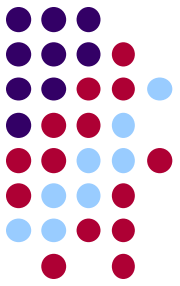
Gary Woodruff  
Retired Chief  
Lawrence Police



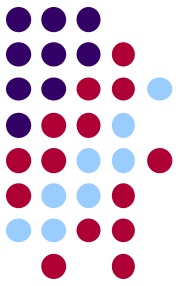


# Background

- Detective working cases for years
- End-User of information provided through Crimestoppers
- Public Information Officer/Media Relations
- Dept Leadership/Chief's Office
- Board of Advisors
- Board of Directors

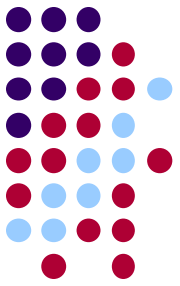


# How Crimestoppers Benefits Investigators/Detectives

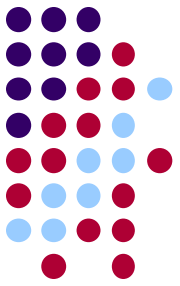


- Offers public and/or those with information to share regarding a criminal incident to share in a safe, anonymous manner.
- Provides detectives/investigators a conduit to be able to solicit information indirectly.
- Offers financial incentive to those motivated by that resource, without using limited agency resources.

# Public Information Officers/Media Relations



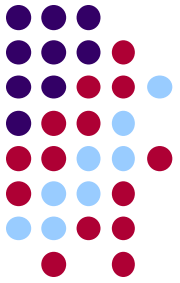
- Crimestoppers programs provide PIO's/Media Relations professionals with an, “one stop shop” community resource to direct those with information to share to.
- Keeps messaging simple and on-point (more memorable) to those who may have interest in sharing crime information.
- Resource should be shared in all forms of communication, reminding the public of the resource availability.



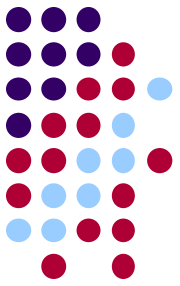
# Dept Leadership

- Department leadership should strongly advocate for and support the Crimestoppers program at every level.
- Emphasize the importance of the program, focusing on the opportunity to share information in a safe, anonymous manner.
- Additional point of emphasis that no taxpayer dollars are required for a Crimestoppers program. Entirely funded through community support (donations).

# Board of Advisors



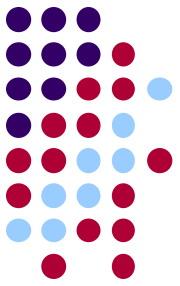
- Agency leadership should support the efforts of the Crimestoppers program through awareness, fundraising support, and volunteer opportunities for fundraising.
- Willingness to advocate for and speak to potential donor businesses, individuals, and groups, to generate community support for the program.



# Board of Directors

- Key members of the community to invest time, treasure, and talent to supporting Crimestoppers program.
- Very helpful to have former law enforcement supporters on the Board, who can lend perspective.
- Be diverse, inclusive and welcoming to all potential Board members and program supporters.





# How to Support Programs

- Increasing awareness.
- How do I get involved?
- I find it excruciating to ask others for financial resources. Can I still support the program in other ways? (YES!!!).
- Working together for a common goal/purpose.

# Questions???

Gary Woodruff  
317-557-4130

