

Image Investment

SELLING YOUR PROGRAM



How does your
program tell its
story?

Who knows the good your program is doing?

Do you publish or publicly discuss tips solving criminal cases?

Do you provide your stats when publicly speaking to the community?

Are your stats published on your home page of your website?

Does everyone engaged with your program know the facts of what and how your program operates?

Why are we hesitant to talk
about our positive tips?

Pros and Cons

Crime Stopper tip
leads to arrest of
three people in....

Crime Stoppers
tip leads to
arrest of man
wanted for.....

Crime Stoppers tip
leads to arrest of
robbery suspect....

Statistics are your friend

Importance of maintaining consistent stats

Statistics show the success of the program

Stats are impactful

Demonstrates daily activity

Draw attention to the program

Most important, stats prove the program works

Statistics can lead to donors

Recommend not burying your stats deep in your website – put them front and center.

Media could use it to do a positive story on the program.

Keep board members updated with the latest statistics, it will allow them informed when speaking to community members.

Why not
start telling
the positive
results of
our
programs
publicly?

Use social media to tell the story

- Requires very little time
- Can be pre-scheduled
- Quickly tells a story to a generation you may not be reaching

Digital Presence

Stats on home page

Blog

Posting fresh content

Cross point to social media

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