

Building Your Brand– Successful Marketing

Susan Rogers
Odessa Crime Stoppers, Inc.

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Marketing

- ▶ The action or business of promoting and selling products or services
- ▶ The practice of increasing awareness for a product or service

Why do we need to market our program...

Every Crime Stoppers program strives to be successful.
To be successful you've got to get those tips, solve those cases and raise some money.
This where marketing comes in.

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Where to Start

- ▶ Your Product: Crime Stoppers
 - Know your product, you can't sell something you don't understand
- ▶ Your Goal: To increase public awareness by making Crime Stoppers a household word. Marketing is about consistency. You can change the creative, but don't lose sight of what your mission is. Say it again and again, until you're sick of it.

DO NOT UNDERESTIMATE THE POWER
OF REPETITION

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SR1

Social Media

FaceBook, Twitter, Instagram, LinkedIn,
Pinterest, SnapChat, YouTube

15-20 minutes per day MINIMUM on Social Media

Fugitives

Crime of the Week

Surveillance Video

Success !!!

Events

Community Safety Tips

Television
Radio
Newsprint

Creativity=Viral

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Emotional Triggers Used on Social Media

Guilt and/or Sympathy—caused 32% of potential donors to avoid giving opportunities

Threat (ex—Climate Change)

Fun & Humor MOST UNDER UTILIZED 8 out of 10 social media users SHARE funny videos & messages)

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So you may be thinking...

WHAT IS FUNNY

ABOUT CRIME ?

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Slide 4

SR1 Susan Rogers, 9/20/2021



**MISSISSIPPI
CRIME STOPPERS**
Call 1-800-4-A-STOP

MISSISSIPPI COAST

CRIME STOPPERS

BOO ON YOU






WANTED
Sex Offenders
Who Failed to
REGISTER



**Harrison
County
Sheriff's Office**

				
Clarence Troy Watson	Richard Kim Lee	Chad Jerome Craft	Raymond Joseph Cockerham	George Arthur Davis

**Jackson
County
Sheriff's
Department**

			
Richard Kevin Holmes	Robert Devonne Allen	Michael Devonne Jones	Aftorance Wearsy

WANTED THROUGH NCIC AS OF 10/25/2011

MsCoastCrimeStoppers.com

1.877.787.5898



800

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[illegible]

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Take advantage of this special now.
Valentine's Day Weekend Special!

Do you have an ex-Valentine and know they have outstanding warrants? Give us a call with their location and we'll take care of the rest.

This Valentine's Day Weekend Special starts off with a set of limited-edition platinum bracelets, free transportation with a chauffeur, a one-night minimum stay in luxurious ★★★★★ accommodations and professional glamour shots. This offer is capped off with a special Valentine's dinner.

We know this special is so incredible that you may be tempted to provide additional referrals. We don't blame you, this special is too sweet to pass up. Operators are standing by!

432-333-TIPS or use our app P3Tips

- #MakeYourReservationsNow
- #NotSoldInStores
- #SpaceIsNotLimited
- #RomanticGetAwayForOne
- #WorldWideReach
- #HookYouExUp
- #SecretAdmirer
- #GotMoreThanOne#We'llTakeThemAll



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Social Media Calendar



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National
Ex-Spouse Day
April 14th

Odessa Crime Stoppers

Posts About More

Hit that share button!

April 14th is National Ex-Spouse Day!
Does your ex-spouse have active warrants? Celebrate with us! It's fun!
It's free!
Surprise them by calling us!
#FreeRideInACopCar
#ShowSomeLove
#WeAcceptExBoyfriends&Girlfriends
#WhatTheHeck-ExMotherInLawsToo

HAPPY EX-SPOUSE DAY!

HAVE AN EX WITH
ACTIVE WARRANTS?
CALL US TO CELEBRATE!

CALL NOW!

432-333-TIPS

CRIME STOPPERS, INC.

HAPPY EX-SPOUSE DAY!

HAVE AN EX WITH
ACTIVE WARRANTS?
CALL US TO CELEBRATE!

CALL NOW!

432-333-TIPS

CRIME STOPPERS, INC.

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Odessa Crime Stoppers

Posted by Ryan Kelly

Mar 14 · 🌐

Happy Pi Day! 🍷🥧

Did you know that just like Pi, crime has no end... unless YOU help us stop it! 🍷🥧

Crime doesn't belong in our equation, and we're serving up CASH REWARDS (not just pie) for anonymous tips that help solve cases! No names, no testimony—just sweet, cold, hard cash for doing the right thing.

Tip us off before criminals take another slice of our community! 🍷🥧

Call: 432-333-TIPS
Submit a tip: www.333tips.org
Use the P3 Tips App

Crime doesn't pay... but YOU can get paid for stopping it! 🍷🥧

Odessa Crime Stoppers

Posted by Susan Rogers

Mar 12 · 🌐

Crime Stoppers & Plumbers: A Dirty Job, But Someone's Gotta Do It!

This National Plumbers Day, we're giving a big shoutout to the folks who handle the mess so the rest of us don't have to. Plumbers work hard to keep things flowing, making sure the bad stuff goes where it belongs.

At Crime Stoppers, we have a similar mission—just with a different kind of poo on the streets. The difference? You have to pay plumbers to clean up the mess, but we'll PAY YOU for information that helps us flush out crime!

So whether it's clogged pipes or criminals clogging up our streets, let's work together to keep things clean. Know something? Say something. Stay anonymous. Get paid.

Call: 432-333-TIPS
Submit a tip: www.333tips.org
Use the P3 Tips App

Stay safe, stay vigilant, and celebrate our plumbers! 🍷🥧
#FlushOutCrime
#TakeThePlungeCallCrimeStoppers
#DrainTheScum
#NationalPlumbersDay
#FlushOutCrime #KeepingItClean
#PooFighters

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Tips for Social Media

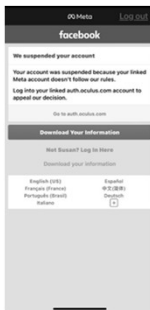
- Post Smart
 - Consistency: 2-4 posts/week
 - COLLAB !
 - Use AI tools
 - See what's trending
 - Branded hashtags
 - Engage... don't broadcast
 - Call to Action
 - Fun, shareable content
- Track Everything
 - Platform analytics
 - Google analytics
- Follow Success
 - Double down on wins
 - Drop what fails
- VIDEO WINS!
 - Reels=10x engagement
- One voice, all channels
 - Coherent message
 - Simple is better

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Warning.....



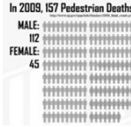
- ▶ Be sure you have at least one administrator with full access on your FB page!

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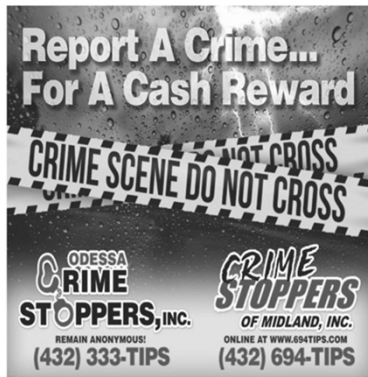
Infographics

Showing not telling is the name of the game and there is no easier way to do this than through an infographic. 90% of the information transmitted to the brain being visual.

Tips to create the most effective infographic:
 Stay on brand! Incorporate your nonprofit's logo and colors to increase brand recognition and awareness.
 Stick to one topic.
 Don't over-design.
 Don't have a graphic designer? No problem! There are a variety of templates and websites that can help you bring your nonprofit's data and info to life.
 Free options include [Canva](#).



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Thrifty Nickel Weekly Advertisement

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PROJECT GRADUATION: SAFE NIGHT
 Stop Underage Drinking & Social Hosting
 Report Underage Parties

ODESSA **CRIME STOPPERS, INC.**
 432-333-TIPS | P3TIPS APP
 CASH REWARDS
 Report Anonymously



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Great Marketing Opportunities

- Community Service Events
- Neighborhood Watch Programs
- Youth Functions
- PTA & Other school functions
- Community Clubs
- Service Organizations
- County Fairs
- Health Fairs
- Mall Special Events
- Parades
- National Crime Stoppers Month
- Chamber Publications
- PodCast–YouTube

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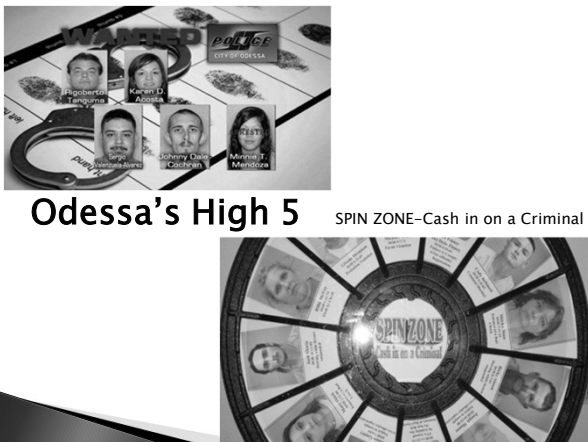
Podcasts



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Odessa's High 5

SPIN ZONE–Cash in on a Criminal



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Other Opportunities

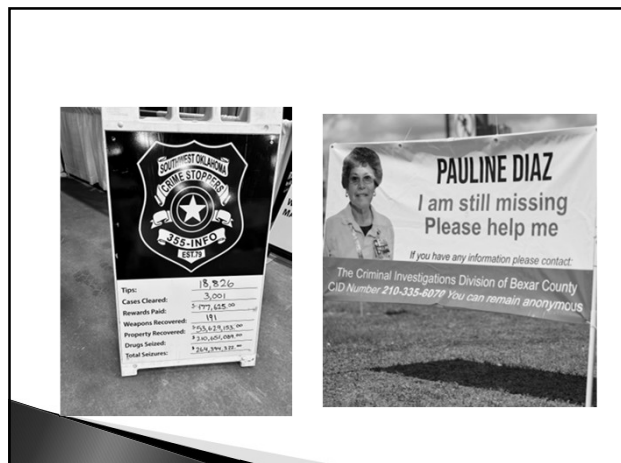
- › Signs
- › Bill Boards–Electronic
- › Metal Street Signs
- › Crime Scene Tape
- › T-shirts, caps
- › Playing cards
- › Pizza Box
- › Tooth Brush
- › Screen Vision
- › Ncm.com & screenvisionmedia.com
- › Bumper Stickers
- › Utilities vehicles
- › City Buses /Public Transportation
- › Cabs
- › Police Vehicles–COPS
- › TV/Radio Vehicles



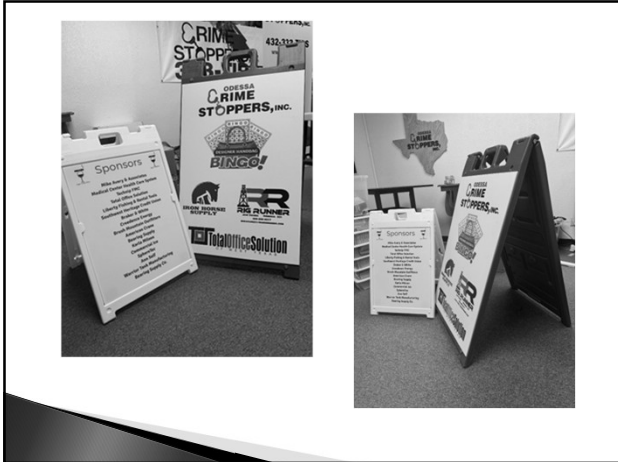
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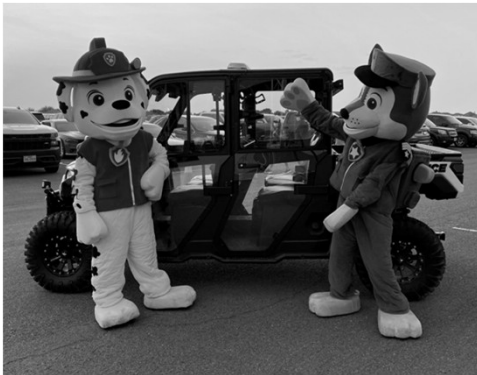


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Vehicle Wraps

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www.shoppajama.com \$250

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Paw Patrol Sticker-
Huge hit with
kiddos!
Smilemakers.com
100-\$8.99
2 ½" sticker boxed
or on a roll

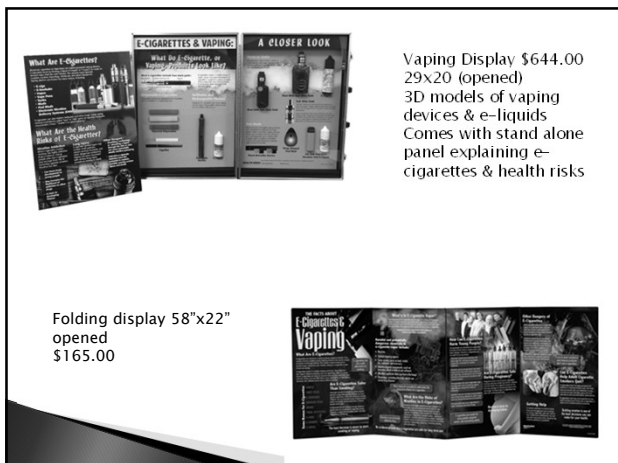
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EDDM-EVERY DOOR DIRECT MAIL

Is a tool offered by the United States Postal Service available to promote your program. EDDM allows you to choose zip codes and neighborhoods, you can even filter by age, income or household size using US Census data.

<https://eddm.usps.com/eddm/select-routes.htm>

Getting started

Establish an account with USPS or use your current account
You are required to send a minimum of 200 pieces but are allowed 5000 pieces a day per zip code
Select your neighborhood and audience using the EDDM online tool
Design your mail piece following the recommended guidelines
Choose your drop off date and payment locations

An EDDM Retail mailpiece must be flat, weigh no more than 3.3 oz, and meet at least one of the following size requirements:

- 1) Have a length greater than 10.5"
- 2) Have a height greater than 6.125"
- 3) Have a thickness greater than 0.25".

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CRIMELINE
800.423.TIPS
up to \$5000.00
www.crimeline.org

text 'crimeline' plus
your tip information to
CRIMES
(274637)

NO CALLER ID - NO RECORDED CALLS
FD-302 (2/07)

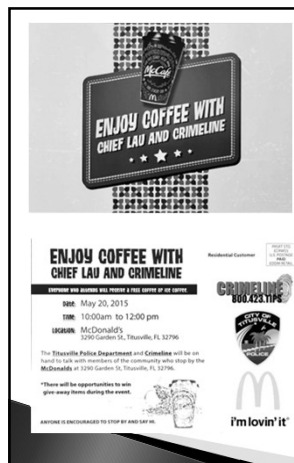


CRIMELINE
800.423.TIPS
up to \$1,000.00
www.crimeline.org

text 'crimeline' plus
your tip information to
CRIMES
(274637)

NO CALLER ID - NO RECORDED CALLS
FD-302 (2/07)

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FD-302 (2/07)

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Handouts/Posters

- National Crime Prevention Council
- Consumer.gov
- FTC.gov
- DEA.gov
- National Child Safety Council
- Law Publications
- Templates for brochures, posters, flyers etc.
- Add your crime stoppers program

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Fundraising, UGH! It's really not that bad !

Susan Rogers
Executive Director, Odessa Crime Stoppers
Texas Association For Crime Stoppers

You can have publicity without fundraising, but you can't
have fundraising without publicity !

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How to get your board to step up to the plate

This is a common problem. Board members are reluctant to accept their responsibility to give and to solicit money for the non profit they serve.

Do the board members really understand the mission ? Can they articulate it ? Were board members properly informed about fundraising responsibilities when they were asked to serve on the board ?

Educating and preparing your board may be the most important task you perform when you begin fund raising

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The Board Member 3-WWW's

Workers
Wisdom
Wealth

Does your board have all three ?

Your organization can be vulnerable if 50% of your funding comes from one source !

Fundraising has changed tremendously in recent years and that pace will only increase. Nonprofits must keep up with current practices and predict future ones.

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Basics

- Fundraising is a conversation between the funded & the funder
- Effective Fundraising is the result of telling your story.

Someone must ask for the Money

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Nearly finished...

- An organization cannot thank a donor enough
 - Donors have many options when it comes to donations. Never forget to say thank you.
 - Creative thank you...
- Donor Retention
- Fund Raising is anything but an exact science !
- On your best day, with your best words, you will be told "no" sometime. Keep on keeping on. In fundraising "no" is rarely ever personal. Perseverance, not speed, will win this race.



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Millennials & Gen Z

- › Who are these people & how do they effect my Crime Stoppers program ?
- › Millenials–born between 1980–early 2000's
- › Teens, young adults & 30 somethings
- › Love internet
- › Largest share of the US workforce
- › They have money to give
- › Gen Z
- › Born after 1996, oldest about 22, First social media account at age 11
- › Ready to graduate college, get out in the world & advocate for causes they care about
- › Young, but already have a presence in the nonprofit world
- › Campus Crime Stoppers is Gen Z
- › Tech Savy, don't know a world without internet, social media or smart phones

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Millennials & Gen Z

- ›Cashless !
- ›If you're not already catering to this generation you're a little behind !

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Organize Your Fundraiser

- › Determine your fundraiser
- › Select a committee & chairman
- › Determine responsibilities
- › Meet on a regular basis
- › Have a de-briefing
- › Understand that the first couple of years may not bring "the big bucks". Don't get discouraged !

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What Kind of Fundraiser Do You Need

- Quick
- Specific Purpose
- Ongoing
- Annual, Major

Methods have multiplied, direct mail, telethons were the most frequent & successful, some still dominate but new approaches are taking over.

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Donor Chart

What is a sponsor chart? It's a planning tool to tell you how many sponsors and how many prospects you need to raise a specific amount of money.
Sponsor charts are NOT created using this math: to raise \$20,000.00 we will ask 20 people for \$1000.00 Instead it is built like a pyramid—we need one top sponsor and several major sponsors and many smaller donors.

The lead gift should be at least 15% and maybe up to 25% or more of the goal.
Build the chart downwards by cutting the gift size in half and doubling or tripling the number of donors at each level.
Roughly 80% of your goal will come from 20% of your donors.
For each level you need 3-4 qualified prospects (not everyone will say yes to the amount you are seeking). Qualified means that you have some reason to believe the person would consider that level of sponsorship.
As you go down the list, you need fewer prospects because people who said no at higher levels may give at lower levels

\$5000 1-sponsor
\$2500 2-sponsors
\$1250 4-sponsors
\$650 8-sponsors
\$350 16-sponsors
\$175 32-sponsors

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Quick Fundraiser

- Non Event
- Boards
- Gun Raffle
- Anniversary-Birthday Giving
- PRE-TRIAL DIVERSION

caseload-Community Service
Buy-Out



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Specific Purpose Fundraising

- › Individuals
- › Corporations, Local & National
- › Grants
- › Online Giving
 - Giving Tuesday, FB/PayPal, Donating Birthdays

HEB
Walmart/Sam's Club
Target
Look for the corporate Giving tab
on their webpages !

Planned Giving
encourage donors to
include favorite
causes in their estate
planning.

Additional Reward
agreement

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Major, Annual Ideas

- › Golf Tournament
 - Add Ons
- › Clay Shoot
- › Sponsorships
- › Celebrity Chef
- › Super Bowl Party
- › Handbag Raffle/Bingo
 - Heads or Tail
 - Yeti Surprise
 - AR Golf Ball Gun
 - Lucky 8
- › 10K runs
- › 50guns-50 days
- › WINE-Anything Wine!



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Student Crime Stoppers Fundraiser



Shred Event

May 4, 2024
10:00 am.-2:00 p.m.
Permian High School
Parking Lot



\$5.00 per box donation

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[illegible]

Golf Tournaments

- ▶ Mulligans/Birdies
- ▶ Games–HIO–LD–CP
- ▶ Black Jack
- ▶ Dice
- ▶ Raffle
- ▶ Freebies
- ▶ Drinks/FOOD
- ▶ Auctions
- ▶ Golf Ball Air Cannon
- ▶ PinkBall
- ▶ Longest Drive–Marshmallow



And more...

- Bucket/Bag Drawing
- Ball Drop
- Diamond Putt
- Celebrities/sports figures
- Elected officials
- Sponsorships
 - Registration table
 - Breakfast/lunch
 - Carts
 - Putting green
 - Driving Range
 - Score Board
 - Mulligans
 - Throws

Sponsorships & Add Ons



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More Ideas...

- Jail & Bail
- Celebrity waiters
- Cow Pie Bingo
- City/County Auctions
- Silent Auction
 - Police helicopter ride
 - Day with the SWAT team
 - Training with K9
 - Ride along
 - Patch displays
 - Swap with another CS program

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Auction Item



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Whiskey Pull



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Be Creative !



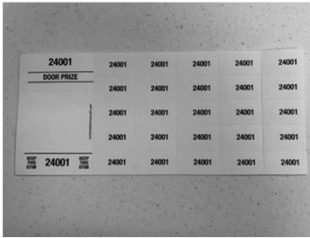
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Raffle Nightmare !



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THE SOLUTION-CHINESE RAFFLE TICKETS!



Purchase on Amazon

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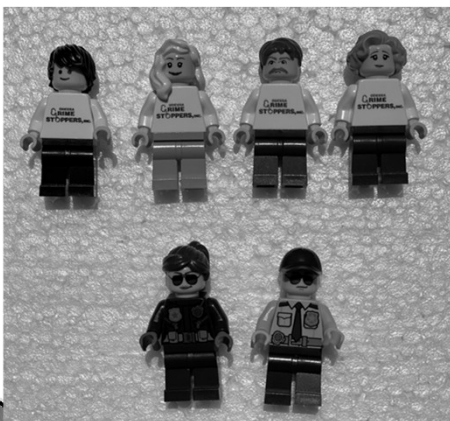
BECAUSE WE'VE ALL BEEN THERE!

- Make sure all gift cards are activated
- Cashless is a must !
- Is your raffle legal?
- Social Media is a must ?
 - FB, Twitter, Instagram, LinkedIn

The #1 reason people don't give...

They haven't been asked !

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TheLSArts.com–Custom Legos



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Don't Re-invent the Wheel

Susan Rogers
odessacrimestoppers@outlook.com
432-332-8477

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Crime Stoppers and Relationships with the Media

Social Media Calendar



January

- 1/1 - Happy New Year
- National Human Trafficking Prevention Month
- National Stalking Awareness Month
- 1/9 – Law Enforcement Appreciation Day
- 1/11 – National Human Trafficking Awareness Day
- Third Monday of the Month – Martin Luther King Jr. Day
- 1/28 - Data Privacy Day

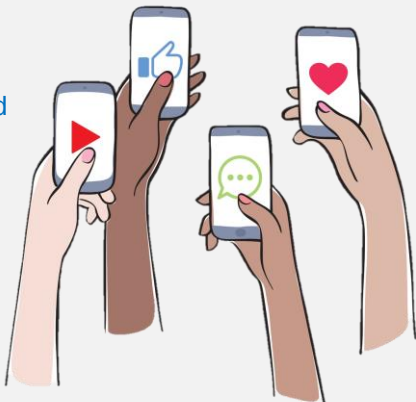
February

- Black History Month
- National Teen Dating Violence Awareness and Prevention Month
- 2/3 – National Missing Persons Day
- 2/14 – Valentine’s Day (post reminders re: domestic violence or Teen Dating Violence Awareness, etc.)
- 2/15 – School Resource Officer Day
- 2/17 – Random Act of Kindness Day

March

- 3/7 – National Be Heard Day
- Second Sunday of the Month – Spring Forward
- 3/13 - National K9 Veterans Day
- 3/17 - St. Patrick’s Day

Check websites like
National Today and
Holiday Insights for more
monthly post ideas!



April

- Distracted Driving Awareness Month
- National Alcohol Awareness Month
- National Child Abuse Prevention Month
- National Sexual Assault Awareness Month
- Prevention of Cruelty to Animals Month
- First Saturday of the Month - National Love Our Children Day (part of Child Abuse Prevention Month campaign)
- National Crime Victims’ Rights Week (typically third week of April)
- Animal Cruelty/Human Violence Awareness week (third week of April)
- National Volunteer Week (third week of April)
- National Public Safety Telecommunicator’s Appreciation Week (April 10-16)
- National Youth Violence Prevention Week (April 12-16)
- 4/28 – Global Pay It Forward Day

May

- 5/4 – International Firefighter’s Day
- Second Sunday of the Month - Mother’s Day
- National Police Week (typically third week of May)
- Week of May 15 - Police Week
- 5/15 - Peace Officers Memorial Day
- 5/25 - National Missing Children’s Day
- Last Monday of the Month – Memorial Day

June

- 6/1 – International Children’s Day
- National CPR and AED Awareness Week (first week of June)
- Volunteers’ Week (first week of June)
- 6/15 - World Elder Abuse Awareness Day
- 6/19 - Juneteenth
- Third Sunday of the Month - Father’s Day

Social Media Tip!

If appropriate for your program,
consider highlighting unsolved
cases on their anniversary dates!



Crime Stoppers and Relationships with the Media

Social Media Calendar



July

7/1 - McGruff's Birthday
7/4 – Independence Day
7/27 – National Love is Kind Day
7/30 – World Day Against Trafficking in Persons

August

8/17 – National Nonprofit Day (post donation link)
8/18 – Never Give Up Day

September

National Campus Safety Awareness Month
First Monday of the Month – Labor Day
9/11 – Never Forget
Child Passenger Safety Week (typically third week of September)
9/25 - National Day of Remembrance for Murder Victims

October

National Substance Abuse Prevention Month
National Crime Prevention Month
National Domestic Violence Awareness Month
10/10 – Mental Health Awareness Day
10/14 – National Stop Bullying Day
10/28 – First Responders Appreciation Day
10/31 – Halloween (Trick-or-Treating Safety Tips)
America's Safe Schools Week (typically third week of October)
Third Friday of the Month – Take Back the Night

November

National Child Safety Protection Month
11/4 – Use Your Common Sense Day
11/11 – Veterans Day
First Sunday of the Month - Fall Back
Fourth Thursday of the Month – Thanksgiving

December

Human Rights Week (second week of December)
12/25 – Christmas
12/31 – New Year's Eve

Unsure what to post for the holidays?
Consider the festivities typically associated with those days and how you can create relevant safety awareness (e.g., drinking and driving awareness for St. Patrick's Day)

