

Wisconsin State Crime Stoppers

Onboarding New Board Members



*Presented by: K. Scott Abrams, CPA, CGMA
Past President Crime Stoppers USA
President Wisconsin State Crime Stoppers*

Session Objectives



- Why onboarding?
- Create a process for bringing new board members on board to your organization
- Suggested documents to provide in a folder for new board member
- Example of onboarding training session

Why Onboarding?



- ◆ **Share what the organization does, how it operates, and purpose**
- ◆ **Allows new board member get up to speed on the organization's current activities**
- ◆ **Roles and responsibilities**
- ◆ **Goals and objectives**
- ◆ **Allows them to hit the road running!**



Document Folder for New Board Member



- ◆ **Articles of Incorporation**
- ◆ **Bylaws**
- ◆ **IRS Determination Letter**
- ◆ **Licenses/Registrations**
- ◆ **Policies and Procedures**
- ◆ **List of Current Board**
- ◆ **Current Financials**
- ◆ **Insurance Policies**



MILWAUKEE

CRIME STOPPERS

New Board Member Orientation



Meeting Objectives



- 1 Introductions
- 2 History
- 3 How Does It Work?
- 4 Board Expectations
- 5 Coordinator Role
- 6 Payout Matrix
- 7 Current Challenges/Opportunities
- 8 Financial Position/Fiduciary
- 9 Questions/Answers



- ◆ July 1976
- ◆ Albuquerque, New Mexico
- ◆ College student Michael Carmen shot to death during gas station robbery
- ◆ Detective Greg MacAleese
- ◆ Developed a video enactment offering a reward for tips
- ◆ Within 72 hours 2 men were arrested for the murder of Michael Carmen



Crime Stoppers USA



Crime Stoppers USA is the recognized national oversight organization for over 350 Crime Stoppers programs in United States.

Our Vision is to establish Crime Stoppers as the Premier Community Based Crime Solving Program in the United States.

Our Mission is to develop innovative resources and partnerships that promote Crime Stoppers throughout the United States.



SM

Crime Stoppers in USA



Over 350 programs

Reported Results of Anonymous
Tips Called Into Crime Stoppers:

Arrests	782,000
Homicides	15,000
Cases Cleared	1,131,000
Rewards Paid	\$112.2 Million
Recovered Property	\$1.3 Billion
Drugs Recovered	\$3.0 Billion



Milwaukee Crime Stoppers



Milwaukee Crime Stoppers

Mission Statement:

Facilitate a partnership between the community, media and law enforcement to help make Milwaukee County a safer and more secure place to live, work and visit.

- ◆ Utilize citizen support and media assistance to promote anonymous tips;
- ◆ Coordinate and aid law enforcement with anonymous tips in solving crime and bringing wanted criminals to justice.



Milwaukee Crime Stoppers



Milwaukee Crime Stoppers

Objectives:

- ◆ Develop resources and partnerships to assist local law enforcement agencies in Milwaukee County.
- ◆ Make all our communities in Milwaukee County safer and crime free
- ◆ Build a strong communications network between Crime Stoppers, law enforcement, news media, business and the public.





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CRIME STOPPERS

TOP FIVE MESSAGES TO SHARE

1

TRUST US

Tipsters ALWAYS remain anonymous.

2

PROVEN VALUE

Crime costs Americans more than \$300 billion each year. Crime Stoppers has helped law enforcement remove more than 800,000 criminals from our streets!

3

COMMUNITY IMPACT

Crime Stoppers has helped law enforcement clear more than one million cases and seized nearly \$3 billion in drugs!

4

GET INVOLVED

We keep citizens safe! Our community's safety is at stake... so make the call!

5

MAKES CENTS?

Could you imagine our city without Crime Stoppers? YOUR donation will help take more criminals off the street.

REPORT CRIME ANONYMOUSLY
414-224-TIPS



Milwaukee Crime Stoppers Works!!!



Over \$16,000 Paid in Rewards

Tips Received	3,744
Arrests Made	67
Cases Cleared	55
Homicides	8
Rewards Approved	\$ 65,290
Rewards Paid	\$ 16,190
Property Recovered	\$ 64,800
Drugs Seized	\$ 3,500
Total Recovered	\$ 68,300

As of June 2022



Crimes Solved



For every crime there is at *least* one victim.

Homicide

Rape & Child Molest

Aggravated Assault

Robbery/Car Jacking

Burglary

Larceny & Auto Theft

Fraud/Identity Theft

Arson

Illegal Drugs & Firearms



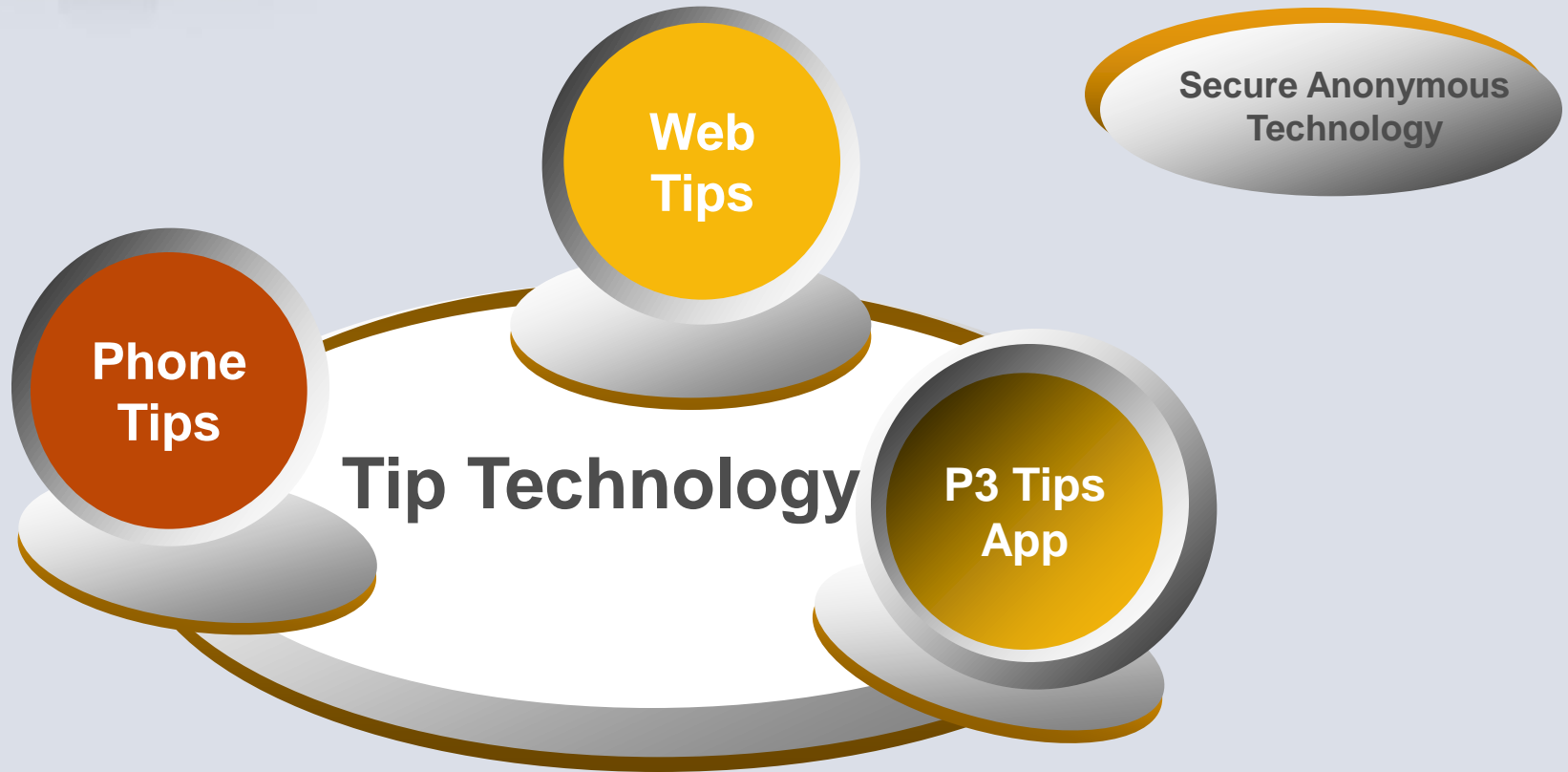
Crime Stoppers 3 Pillars





414-224-TIPS

Secure Technology



Secure Technology: Phone Tips



- ◆ Anonymous Calls Received in Local Crime Stoppers Program Call Centers
- ◆ No Caller ID
- ◆ Calls Not Recorded
- ◆ Tipster Receives Individual Tip Number - Becomes Their Crime Stoppers Identity
- ◆ Caller Contacts Crime Stoppers to Check Status



Secure Technology: Web Tips



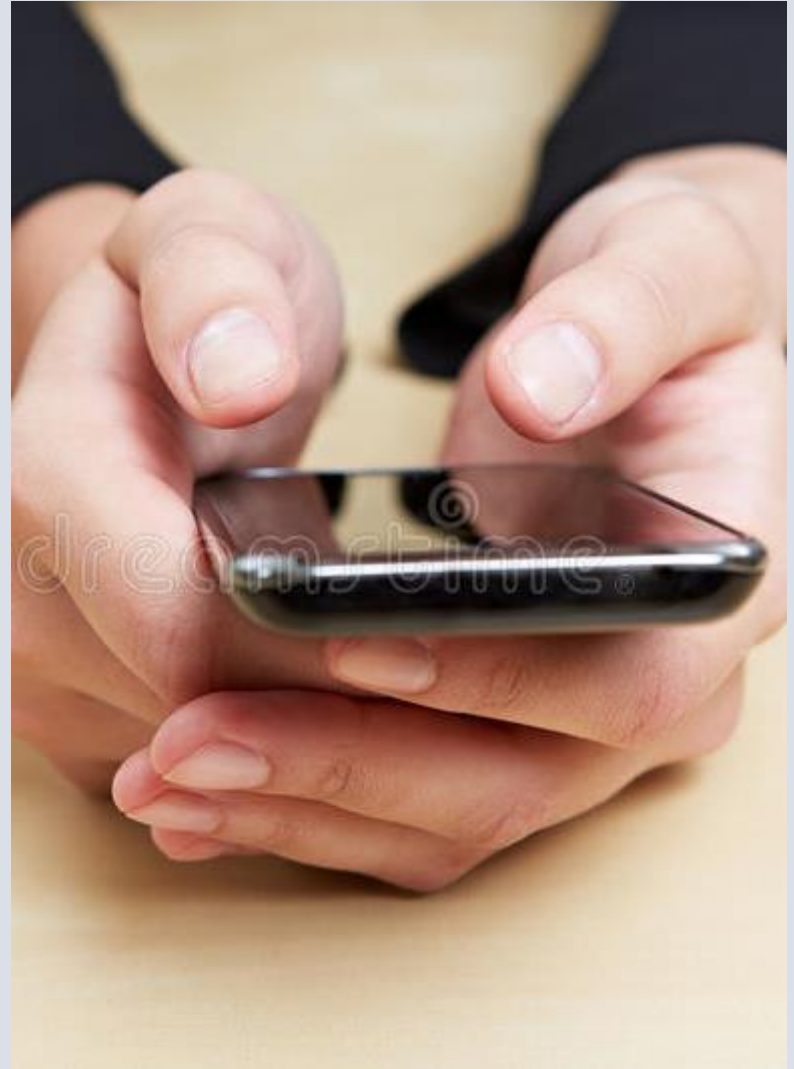
- ◆ Tips Taken Via Secure Online Site
- ◆ Upon Inputting Tip Tipster Receives Individual Tip Number - Becomes Their Crime Stoppers Identity
- ◆ System Allows 2 Way Dialog While Maintaining Tipster Anonymity



Secure Technology: P3 TIPS App



- ◆ Download P3 TIPS app to your smartphone
- ◆ Connect with secure encrypted server. Tipster Receives Individual Tip Number - Becomes Their Crime Stoppers Identity
- ◆ Tipster able to provide text, photos and videos in conveying tip information
- ◆ System Allows 2 Way Dialog While Maintaining Tipster Anonymity



Board Member Expectations



Position Description

Board Member Expectations



Duties:

- **Attend regular meetings of the board, committee meetings and other organizational functions**
- **Be informed about the organization's mission, strategic plan, policies and programs**
- **Review meeting agendas and supporting materials prior to meetings**
- **Serve on at least one committee as required**

Board Member Expectations



Qualifications:

- **Have a concern for the organizations development and desire to advance the mission**
- **Have willingness to build a collegial working relationship that contributes to consensus building**
- **Have the necessary time to commit to the position**

Board Member Expectations



**Basic Crime Stoppers Board
Responsibilities**

Board Member Expectations



Responsibilities:

- **Policy administration**
- **Evaluation**
- **Meet fiduciary responsibilities**
- **Public image of the organization**
- **Maintain professional and ethical standards**

Board Member Expectations



- **Determine Organizational mission and purposes**
- **Support law enforcement coordinator/review performance**
- **Ensure effective organizational planning**
- **Ensure adequate resources**
- **Ensure resources are managed effectively**
- **Determine, monitor and strengthen organizations programs and services**
- **Enhance the organizations public image**
- **Ensure legal and ethical integrity and maintain accountability**
- **Recruit and orient new board members and assess board performance**

Law Enforcement Coordinator



Role of Law Enforcement Coordinator



- Primary liaison between volunteer board and law enforcement community
- Deals with tipsters and law enforcement investigators
- Deals with media promoting active cases
- Assists for writing scripts regarding Crime of the Week
- Presents reward recommendations to board
- Make presentations to civic groups, schools etc. along with a board member
- Complete and/or assist on Crime Stoppers projects
- Compile Crime Stoppers statistics
- Promote Crime Stoppers with other community programs
- Maintains security and integrity of anonymous tips
- Primary media contact for Crime Stoppers program
- Coordinator is not a voting member of the board

Reward Payout Matrix



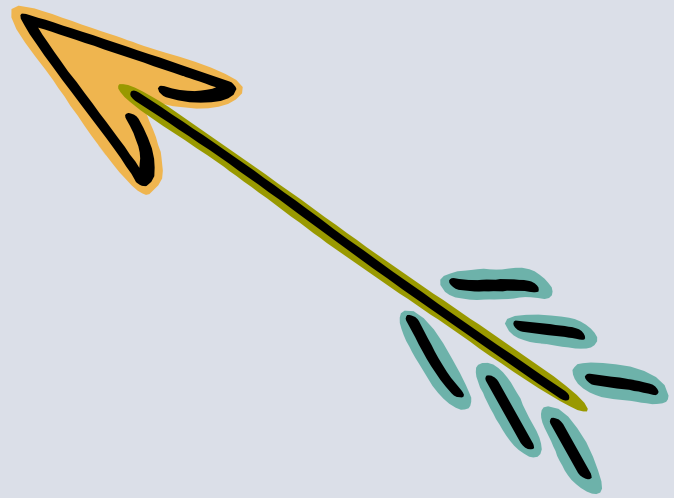
Milwaukee Crime Stoppers Reward Recommendation Matrix

Point Categories	Type of Crime Points ¹	Accuracy Of Information Points	Personal Risk Points	Number of Solved Crimes	Property Value Recovered	Total Points
Tip & Case Information	7.5: Capital Crimes (Murder, Treason, Kidnapping, etc)	1.0: Very Detailed	1.5: High Risk	0.4: Three or more	2.5: Greater than \$10,000	
	4.5: Felony Crimes (Vehicular Homicide, Rape, Armed Robbery, Arson)	0.6: Provided Partial Details	0.5: Moderate Risk	0.3: Two	1.5: Greater than \$5,000	
	2.0: Felony Crimes (Agg Battery, Robbery, Burglary)	0.3: Enough Info for Investigation	0.3: Low Risk		1.0: Greater than \$2,500	
	1.5: Felony Crimes (Fraud, Theft, Purse Snatching)				0.4: Greater than \$1,000	
	1.0: Misdemeanor Crimes (Gambling, Warrants)				0.1: Less than \$1,000	
	0.5: Misdemeanor Crimes (Hit-and-Run)					
Total Points						0.0
Reward Recommendation						#N/A

¹ Note: Warrants receive 1/2 point value of charge

Conversion of Points			
0.1 - 0.3 = \$25	2.1 - 2.5 = \$250	4.6 - 5.0 = \$500	7.1 - 7.5 = \$750
0.4 - 0.7 = \$50	2.6 - 3.0 = \$300	5.1 - 5.5 = \$550	7.6 - 8.0 = \$800
0.8 - 1.0 = \$100	3.1 - 3.5 = \$350	5.6 - 6.0 = \$600	8.1 - 8.5 = \$850
1.1 - 1.5 = \$150	3.6 - 4.0 = \$400	6.1 - 6.5 = \$650	8.6 - 9.0 = \$900
1.6 - 2.0 = \$200	4.1 - 4.5 = \$450	6.6 - 7.0 = \$700	9.1 - 9.5 = \$950
			9.6 - 10.0 = \$1,000

Current Challenges & Opportunities



Current Challenges & Opportunities



- Relationship with law enforcement agencies
 - **Relevance within community**
- Fundraising - financial sustainability
 - **Partnerships with Brewers/Bucks/Admirals**
 - **Sponsorships by Business Improvement Districts**
 - **Annual sponsorship drive**
- Full complement of supportive and participative board members
- Monitor and update Strategic Plan
- Initiate and implement the WI Crime Prevention Funding Surcharge

Current Challenges & Opportunities



- **Public awareness in community**
 - **Community Events**
 - **Community Information Sessions**
 - **Promote solved crime**
 - **Increase social media presence**
 - **Permanent CS signage throughout county**

Current Planning Committees

Milwaukee Crime Stoppers - 2022 Strategic Planning
 Focus Areas: Relevance, Financial, Increase Tips, & Board Operations
 Committee Assignments

Group	Answer Choices	Committee Members
Relevance	Improving relations with MPD – value CS provides to MPD/Exec Committee meet with Chief	Exec Committee
Financial	Increase Sponsorships (AP) / Annual sponsorship drive (GK) - 3 \$10K sponsors	Scott R, Bria
Financial	Partnerships with Brewers and Bucks (RP)	Ryan, Amanda KSA
Relevance	Permanent CS/P3 TIPS signs in all communities (County-wide)	Amanda, Ryan
Board Op	Build a team of individuals to assist with community events (AP) Hosting/educating community information session – various venues, such as block groups (AP) Increase CS efforts in community engagement (CM)	Camille, Greg
Board Op	Recruit 3 new board members (AP)	All board members - 'Ask a Friend'
Financial	Sponsorship partnership with the Admirals (MH)	Michael, Alma
Financial	County-wide Restitution Project – (Currently in Process) (RP/KSA)	Ryan, Amanda, KSA
Incr Tips	Participate in community events and ethnic festivals (AP)	Aldira, Michael, Camille, Maribel
Relevance	Increase our social media presence (FB, add Instagram, TikTok, Twitter etc.) (GK)	Greg, Bria, KSA
Relevance	Promote solved crimes (Ongoing)	Amanda, Ryan
Incr Tips	Hosting/educating community information session – various venues, such as block groups (AP)	Camille, Greg
Relevance	Perhaps look into an audio promotion for radio stations – Tracy Dent (KSA)	Alma, KSA (Jingle)
Financial	Business Improvement District – BIDs; Connect to acquire sponsorships (RP)	Ryan, Greg
Relevance	Increase CS efforts in community engagement (CM)	Camille, Greg
Financial	Matching grant by Hupy & Abraham of \$5K - Each board member raises \$1K in donations	Michael and entire board

Fiduciary/Financial Responsibilities



Fiduciary/Financial Responsibilities



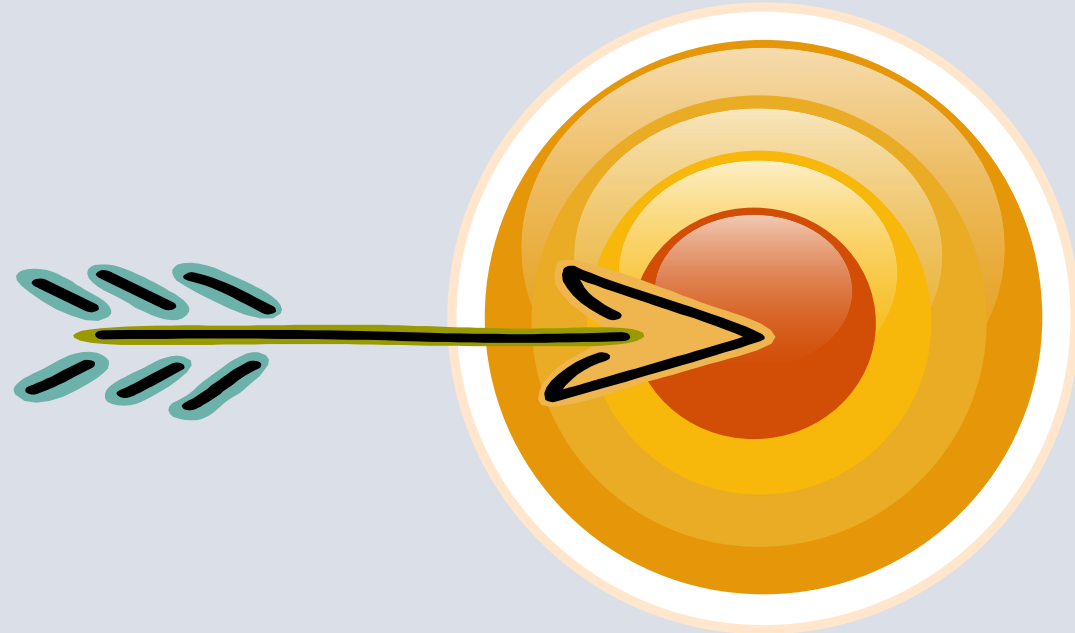
- Review monthly financial statements
- Review annual tax filing – ensure timely filing
- Board has fiduciary responsibility over funds donated to Crime Stoppers by community
- Responsible for preserving and maintaining the financial assets of the organization
- Protect cash and assets
- Ask questions regarding any financial matter you do not understand

Question & Answers



Meeting Objectives Met?

Question & Answers



Thank You!

WEB SITE: WWW.MilwaukeeCrimeStoppers.COM
Facebook: www.facebook.com/CrimeStoppersMKE
PHONE: 1-414-224-TIPS (8477)



We want your information, not your name!





The Anonymous Tip Process:

- ◆ Caller Provides Information About Crime or Criminals to Local Crime Stoppers Program
- ◆ Caller Given Tip Number
- ◆ Information Sent to Law Enforcement for Investigation
- ◆ If Arrest Made Caller May Be Eligible for Reward
- ◆ Rewards Determined by Local Crime Stoppers Program
- ◆ Secret Payment System Allows Cash Payment Keeping Tipster Anonymous

