

FY 2024–25 Crime Stoppers of Pinellas County Grant

ABSTRACT

New Fiscal Year Crime Stoppers funding will continue program efforts from previous years. Crime Stoppers of Pinellas County, Inc. (Crime Stoppers) has been very fortunate with the collection of fines that fund the program and has received generous funding for over 23 years (program began in 2001). Multiple forums, at varying costs, are used to promote the program concept and tipline and some have proved to work better than others. It is often unknown what may specifically prompt a tipster to call our tipline.

Fortunately, we continue to track how tipsters have heard about our program and this allows us to see which investments have been directly linked to the source of tip information. Based on that data, we can conclude the following activities have proven to be the most successful in generating tips during the past year: television, use of the internet and the program's website, law enforcement referrals, billboards, Facebook, and word-of-mouth (a true measure that Crime Stoppers has been successfully branded in the community).

Crime Stoppers history has also shown that the use of pictures continues to generate more calls and tips to our tipline. The Pinellas County program has utilized its website, Facebook and Instagram page, and X (formerly Twitter) account to profile wanted persons and cases of interest, resulting in many tips and calls. Due to the increased use of social media and very successful campaigns with television and billboard advertising, the program is on track to meet last year's number of tips received by the community.

Television commercials/public service announcements and billboards have been large expenditures for the program and based on data collected, of all paid advertisements, these investments continue to be among the highest in generating tips.

As of April 2024, PCSO's FY 2023-24 Crime Stoppers award has supported 1,071 tips and 15 tip rewards that resulted in 16 arrests, 16 cleared cases, and 3 captured fugitives.