

FY 2025–2026 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 24 years (the 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. What may specifically prompt a tipster to call our tipline is often unknown.

Fortunately, we continue to track how tipsters have heard about our program, allowing us to see which investments have been directly linked to the source of tip information. Based on that data, we can conclude that 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 generates 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 from all paid advertisements, these investments continue to be among the highest in generating tips.

As of April 2025, PCSO's FY 2024-2025 Crime Stoppers award has supported 985 tips and 13 tip rewards, resulting in 12 arrests, 20 cleared cases, and 12 captured fugitives. These numbers are from July 1, 2024, through April 2, 2025.