

Spring Newsletter

Presidents Report

Hello everyone,

It is that time of year when we, as Directors, have the opportunity to update the membership on the recent happenings of your provincial association.

I would like to begin by thanking all those that took the time to attend the virtual AGM in February. Although it was very different, I feel we were able to bring all the members up to date on some of the projects that we have been involved in over the past 12 months. Let us hope that we can meet in person for the 2022 Crime Symposium and AGM.

Over the past 14 months, your Board has met virtually. Our committee meetings have also been done virtually and have a measure of success. It is not the same as in person, but in light of the COVID 19 AHS restrictions, it was acceptable.

Our Wise Owl program will be undergoing some modernization as we move into a new reality. Currently we cannot meet in person with our town hall meetings, so we have embarked on a project to make available a video version of the Wise Owl program. We hope to produce a DVD for our seniors as well as some short videos on fraud topics for the web site. This is all in the planning stages as I write this update.

Your Board has also written a letter of support for a federal Bill C289, which states that a Judge must consider the time required for law enforcement to attend a crime scene when considering sentencing. The more remote a location is, the more consideration should be given to a longer sentence. This is a private members bill by MP Blain Calkins.

Also, of concern to our members, "how to fundraise during a pandemic lock down". There are many real good ideas to involve your membership to be supportive as we make our way through year 2 of the pandemic. Feel free to send me your promotional programs and I will put them together as a list for all members to see and perhaps try out as well. Perhaps we will need to consider several categories;

fundraising, to keep funding your local programing,
member recruitment and
how to retain your membership numbers.

If you wish to leave your contact email with your idea, that would be great.

Please continue reading this edition of the APRCWA newsletter for more information on various projects that your association is engaged in.

Stay healthy everyone as we make our way through this recovery year.

Cor De Wit
APRCWA President
President@ruralcrimewatch.ab.ca



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Website Report

Alberta Provincial Rural Crime Watch Association

Vehicle Anti Theft Campaign

As part of the Alberta Provincial Rural Crime Watch awareness campaigns, we wanted to try a targeted program to see if we could influence behaviors towards crime prevention in a positive way.

With reference to crime report summaries supplied by K Division, we decided to target Motor Vehicle thefts in the Red Deer RCMP detachment area. In 2019, 1219 from a total provincial number of 2611 vehicles were stolen from the Red Deer detachment area, representing 46% of all MV thefts for that year.

With a short video https://f.io/bJm5_NM5 and a set of ads we established a Google Ad word campaign starting October 1, 2020 and running through to Dec 31, 2020.

Our message was simple - Please Lock Your Vehicle



We targeted an 18 km radius around the city of Red Deer reaching west to Sylvan Lake, East to Delburne, North to Blackfalds and south to Penhold.

Our message was simple.
Please Lock Your Vehicle

During this three month period, we achieved 2.72 million viewings of our display ad along with 186,000 viewings of our video.

After review we saw a 32% reduction in motor vehicle thefts in the six month period From October 2020 to April 2021 for the Red Deer / Blackfalds areas compared to the same time period 2019/2020. (2019/2020 saw 567 stolen vehicles 2020/2021 had 381, a difference of 186.)

Dean Hart

Website Coordinator

website@ruralcrimewatch.ab.ca

Membership Renewal

The 2021 – 2022 Membership Renewals are due and payable on or before August 1, 2021. Your organizations documentation and funds must be received by APRCWA by the August 1st deadline to ensure renewal of, or addition to the APRCWA Liability Insurance Policy.

NEW this year, is the availability of the Membership Form on the website. Click the link <https://www.ruralcrimewatch.ab.ca/associations/membership> or sign into the website at www.ruralcrimewatch.ab.ca and follow the instructions listed below or on the attached document. Once you complete all the boxes on the form, including attaching your digital signature, attach your documents (Proof of Filing) then click to send your form. If the form does not populate to send recheck your form to ensure all the boxes are filled in.

The membership renewal form is now available online at www.ruralcrimewatch.ab.ca!
Click on Associations – Membership and Renewals

- It is a fillable PDF form that can be downloaded to your computer.
- When opened, fill the information out and follow the instructions to send the form and attachments by email using Adobe Acrobat/Reader.
- If you are having issues with sending the form check to ensure all boxes are filled in.

If your organization has a secretary-treasurer copy and paste the persons name and contact information in both sections. If you do not have a Vice President – mark vacant and put the phone number and email contact information for your organization, etc. All boxes for the digital signatures must be completed.

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Membership Renewal

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1. “**Click to Add Attachments**” to upload your organizations most current Proof of Filing from Corporate Registries.
2. “**Sign Form**” – Once clicked it will ask you to do a digital signature and the system will walk you through the steps.
3. “**Click to Send Form**”. A copy of the completed form will be forwarded to APRCWA.

Final Step – e transfer, the renewal fees of \$250.00 to treasurer@ruralcrimewatch.ab.ca or mail a cheque to APRCWA at P.O. Box 4520, Edmonton, Alberta T6E 4T7.

August 1st is the deadline for the 2021 Membership Renewal, and dues MUST be received by APRCWA by August 1st to have your organizations Liability Insurance Renewed.

Prefer old school? You can download the file, print, and fill out the form by hand. Once completed, scan and attach all necessary documents required in an email and send it as well as an e transfer for the Membership Fees of \$250.00 to treasurer@ruralcrimewatch.ab.ca.

OR mail all documents and payment of the \$250.00 Renewal Fees to APRCWA at P.O. Box 4520, Edmonton, Alberta T6E 4T7.

Please note the information on the form regarding payment of registration dues/fees to ensure your membership is renewed promptly.

NOTE:

PDF forms are not compatible with smartphone or tablet pdf viewers, or when opened within an internet browser tab/window. Please download the form to your desktop or laptop computer and open the file in Adobe Reader or Adobe Acrobat.

Verna Hart
Treasurer

APRCWA Signs & Supplies

The APRCWA provides a variety of member and Rural Crime Watch Area signs for your group to provide or re-sell to your members.

A few tips for purchasing and installing these signs from Lee Kasper, APRCWA Supplies Chairman

- 1) Signs must be STANDARD province wide to show the power of Rural Crime Watch.
- 2) Signs must be LEGAL to meet DOT and Alberta Transportation specifications. Ab Transportation guidelines for RCW sign use and installation are available in the Members Area of the APRCWA website. If your group doesn't have a log in to this area, please navigate to this address to request access www.ruralcrimewatch.ab.ca/members-area
- 3) We volume buy signs to give the associations the best possible prices.
- 4) We are unable to control shipping costs and supplier material costs. Our prices may have to change without notice from time to time.

Remember : Orders cannot be processed until a paid invoice is received at our warehouse. If you have never ordered and have questions, please don't hesitate to contact your zone director or email APRCWA to get assistance.

All signs and supplies with pictures and prices can be viewed at the web site store .

<http://www.ruralcrimewatch.ab.ca>



National Volunteer Week 2021

April 18-24, 2021

The National Volunteer Week theme for 2021, The Value of One, The Power of Many, reflects on the awe-inspiring acts of kindness by millions of individuals AND the magic that happens when we work together towards a common purpose. This past year, we have seen people supporting family, friends, neighbours, and strangers, people standing up to systemic racism, and people sharing insights on how to create a more just and equitable society. We recognize the value of the caring and compassion that each one has shown another, and we recognize the power of people, organizations, and sectors working together.

The power of people working together can bring about monumental changes. We have seen people work together on legislative changes related to impaired driving, same sex marriage, and assisted dying.

The theme is a nod to our past, a reflection of our present, and a wink to our future. The Value of One, the Power of Many was the theme for National Volunteer Week in 2001, The International Year of Volunteers. It beautifully reflects the individual and collective efforts, we have seen during the pandemic, and it sets the tone for re-imagining the next 20 years as the value of one act and the power of many enables us to thrive together.

- from Volunteer Canada

www.volunteer.ca

National Volunteer Week

Hi everyone,

Thank you for all you do in assisting the Alberta RCMP throughout the year. It's National Volunteer Week and this year's theme is "The Value of One, The Power of Many." This certainly rings true for the work you do on behalf of your neighbours and our members.

Those acts of volunteerism you undertake through Rural Crime Watch – together and on your own – make Alberta a safer place. I'm grateful for the time you continue to dedicate to this. Your organization and those who take on the role of our "extra eyes and ears" provide a greater line of sight on safety in rural communities. Without the work of dedicated citizens, our job would be that much harder.

On behalf of myself and the employees of the Alberta RCMP, I wish you a wonderful week. While we're stopping to recognize volunteers specifically this week, please know your dedication and service is appreciated through the year.

Take care and stay safe,

Curtis

**Curtis Zablocki, M.O.M.
Deputy Commissioner
Commanding Officer "K" Division**



“RAPID” Response

In Alberta’s rural areas, police can be stretched across large distances, which can lead to longer response times. To help reduce those response times, Alberta created Rural Alberta Provincial Integrated Defense (RAPID) Response to support the RCMP by expanding the training, roles and authorities of 400 peace officers within Fish and Wildlife Enforcement Services and Sheriffs Highway Patrol directorates of the Sheriffs Branch.

The changes, implemented in two phases, are intended to allow officers to respond to a wider range of events and calls to assist the RCMP. The first phase of RAPID began in early April 2021, allowing Fish and Wildlife officers to assist by responding initially or by providing backup response to calls that are deemed as high priority rural crime emergencies. The second stage is being implemented under a staggered approach over the summer and allows traffic sheriffs to augment the RCMP in responding to more complaints and occurrences related to traffic safety/enforcement on Alberta’s highways.

The formation of RAPID represents just one element of a larger strategy aimed at addressing rural crime. RAPID Response will service all rural areas of the province with the exception of First Nations and Métis Settlements at this time. Engagement with Indigenous leadership in regards to RAPID Response implementation is ongoing.

Based on a similar initiative successfully introduced in Saskatchewan, the RAPID concept is a common sense, fiscally responsible approach that leverages existing provincial resources to aid in rural crime response.

Fish and Wildlife Enforcement Services

Fish and wildlife officers patrol the rural areas of Alberta and have for many years been mandated, trained and appointed to respond to criminal matters they encounter in the execution of their regular duties. Additional training was undertaken in recent months to integrate them into the provincial police response to emergency situations in rural areas. With positive working relationships (with police) already established across the province, they now respond in the first instance or as backup to police calls of an urgent nature and assist in suspect apprehension and evidence preservation. Fish and wildlife officers are now able to secure a situation until police officers can assume responsibility and then be released back to normal duties. Fish and Wildlife officers have maintained their core responsibilities of conservation law enforcement and it is not expected that RAPID Response duties will negatively impact those existing and traditional functions.

- Submitted by Fish and Wildlife Enforcement Services, Sheriffs Branch





Alberta RCMP provide crime prevention tips to protect properties this spring

Edmonton – As we welcome spring weather across the province, Albertans will start to spend more time outdoors away from home, including at their seasonal properties.

In May 2020, there were 313 residential break and enters and 39 seasonal property break and enters in Alberta RCMP jurisdictions – these numbers are way too high. Learning how to protect your property is your best defence against crime. Reporting crime also remains of utmost importance to help police find the perpetrators.

Albertans can count on the RCMP to continue to be fully committed to the safety and security of our province during the pandemic. This includes adopting our Crime Prevention Through Environmental Design (CPTED) strategies.

Here are some questions to consider this spring, whether you're at home or at your seasonal property:

Are your front, back, and garage doors locked?

Are your outbuildings and shed locked?

Are your lawn mower, quad and tools stored in a safe location?

Are your alarm system and motion sensor lights active?

Is it obvious when you're not home?

Is your yard adequately lit?

Do you have a fence or natural barrier around your property?

This month, follow our #9PMRoutine daily CPTED tips. These tips may sound simple, but CPTED has proven to discourage crime and promote security all over the world. For more tips and crime prevention information, follow our social media accounts on Twitter (@RCMPAlberta), Facebook (@RCMPinAlberta) and YouTube (@RCMP-GRC Alberta).

RCMP encourage the public to report any criminal or suspicious activity to police. Reports tell us where to look, who to look for, and where to patrol in the future. If you see a crime in progress, dial 911. If you wish to remain anonymous, contact Crime Stoppers at 1-800-222-8477 (TIPS), online at www.P3Tips.com or by using the "P3 Tips" app available through the Apple App or Google Play Store.

Media Contact:

Jennifer Kee

Community Engagement and Outreach Specialist

780-708-0474

Red Deer & Lacombe Rural Crime Watch



Introducing: The Rural Red Deer Restorative Justice Program

The Rural Red Deer Restorative Justice (RRDRJ) Program is fully operational and began accepting case referrals in March 2021.

Working in partnership with the Blackfalds RCMP K Division and under the guidance and direction of a Community Advisory Council, the RRDRJ program provides young offenders from the Blackfalds detachment area which includes communities in both

Red Deer and Lacombe Counties, with an opportunity to avoid entering the criminal justice system by accepting responsibility for actions and repairing the harm caused by those actions.

Participation in the RJ program is completely voluntary. The youth involved in the event are accompanied by their parents/guardians in meetings and any party may choose to not participate at any time. The process engages trained volunteer facilitators to support the person harmed by the offence to be able to share the impact of the harm on them, their family and their community with the individual who has caused the harm. All parties identify actions and meaningful consequences that would repair that harm. A contract outlining a time frame for the completion of the agreed upon actions is signed. Successful completion of the contract results in the avoidance of the incident progressing to the justice system.

At this time, access to the Restorative Justice program is through the Blackfalds RCMP School Resource Officer- Constable Jeffery Hewitt but the plan is to expand to other communities in the near future. Any Individual who has experienced harm by the actions of a youth, any youth who accepts responsibility for harms that may have resulted from their actions, as well as their parents, school teachers or counsellors may connect with Constable Hewitt to determine if a referral to the program is appropriate.

The Rural Red Deer Restorative Justice program is registered as a non-profit society and is supported completely by volunteers. Start-up funds to support facilitator training, travel expenses to meet with victims and offenders and e-office tools were acquired through donations from Red Deer and Lacombe County Rural Crime Watch, Medicine River Crime Watch, and Central Alberta Fraud Prevention, as well as through the sale of RCMP Challenge Coins. Red Deer and Lacombe Counties, the town of Blackfalds and the Schools in Blackfalds and Lacombe have been extremely supportive of the

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Trace Pens Information

It all comes down to the odds of getting caught. Informing would-be thieves that the contents of your home are marked and registered with unique identifiable numbers will make them think twice about stealing your property. Adding to the deterrent, Trace™ provides detection equipment to the stores and shops where thieves try to unload their stolen property.

Trace™ pens are filled with thousands of tiny discs, about the size of a grain of sand, suspended in a phosphorous acrylic adhesive. Each tiny disc holds a unique personal identification number (PIN) linking your property to you within a global database. This database is accessed by Law Enforcement agents when they suspect that they have located stolen property.

For over a decade, DNA's technology has been successfully used all over the world by the automotive industry to reduce theft rates for cars and trucks bound for chop-shops because micro-dot marked parts are identifiable even if they have been removed from the originally stolen vehicle.

from www.traceidentified.com

Cochrane Foothills Protective Association

It has been an interesting and busy few months for us. We have been able to continue our monthly meetings and initiate a project, and by doing so, were able to keep up with the business of the Association. One of the items that was on the Priority List was to review and revise our Objectives and Bylaws and have them ready for review by the Membership. We accomplished this and were able to have them approved, by Special Resolution, at our Virtual AGM.

While we have not been able to host face to face workshops, or initiate public activities and projects, we have been able to switch things up a bit by hosting virtual workshops. This has been largely on the Zoom platform as we held our AGM via Zoom with success.



Trace Pen

CFPA Received a Community Incentive Grant, from Rocky View County, in support of our Trace Pen Project. This funding allowed us to provide a free Trace Pen to all our current Members; we also offered free signs should the Members choose. We had a good response to the Program and our RCMP Liaison Officer has agreed to deliver the RCW signs to the Members who have requested these.

Our first On-line Workshop was to orientate the Members to the Trace Pen, and the use of it, as well as the benefits. We also included other Crime Prevention information and had a question and answer period, which was informative and helpful to all in attendance.

The second on-line Workshop, was held mid-May and afforded some connection to our members and the public at large as to information relating to policing and community protection from rural crime. At this Workshop we had our Fish and Wildlife Liaison Officer discuss the

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RAPID program and explained how this would affect policing in the region as well as what it would look like on an emergency response. Our RCMP Liaison Officer also provided information on RAPID from the RCMP and how the various agencies will be working together.

CFPA's Webmaster continues to update our site and have now added a Members Only Page and use the Reporter access to view. Reporter is CFPA's on-line reporting tool for our Members to report suspicious activity on line for their community to view.

We continue to send Crime Prevention and other information, to our Members, via a fan out, in addition to the workshops, to keep them connected and informed as well writing Crime Prevention articles for local Community Newsletters. CFPA is trying to keep our presence in the Community even though we cannot host physical workshops. Going forward, we are planning workshops for at least one per quarter and more as needed. We are looking forward to the time when we can meet with the Members directly to have a coffee and find out what is happening in their areas.

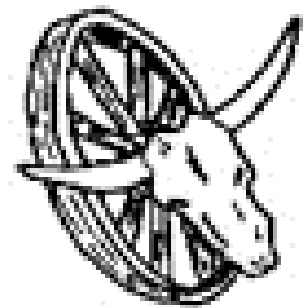
We continue to send Crime Prevention and other information, to our Members, via a fan out, in addition to the workshops, to keep them connected and informed, as well writing Crime Prevention articles for local Community Newsletters.

We would like to thank and give a shout out to our Supporting Partners, Cst Clayton GELINIS - Cochrane RCMP, Aaron Szott - Fish and Wildlife Officer- Cochrane District, Lorraine Wesley, Manager, Enforcement Services-Rocky View County Enforcement Services, for their continued support of CFPA. Your attendance at our meetings input, suggestions, ideas and offers of support are invaluable to the Board and we truly appreciate your time and contributions.

Have a great summer everyone.

Respectfully submitted,

Rosemary Lindsay
President, CFPA



Beaverlodge Rural Crime Watch Association


New program expected to lower crime rates

The County of Grande Prairie has kicked off a 12 month program with The Beaverlodge District Rural Crime Watch and Lightcatch to help reduce rural crime rates. Where people actively use the app theft recovery rates have improved from under 25% to over 80% and we are excited to see similar results in the County. As an Executive we spent time validating and confirming these claims in meetings with RCMP and other volunteers across the province. We witnessed how community driven efforts using this app resulted in hundreds of thousands of dollars of items being recovered across Alberta the last 12 months. County residents will receive additional free benefits and our organization is assisting with the coordination and training of these benefits to County residents. We see this as a great opportunity to extend crime prevention activities from our active membership of 120 to all 27,000 residents across the County.


The first post put on the app from a Rural Crime Watch member after the announcement resulted in 12,000 views and immediate deterrence of a well known repeat offender operating in the area.

"I see this as the way of the future." Says Leanne Van Wagner, President.


An example of crime being prevented




12:04pm **Something suspicious is seen at #1**




12:19pm Several kilometers away, someone saw the same. **#3**



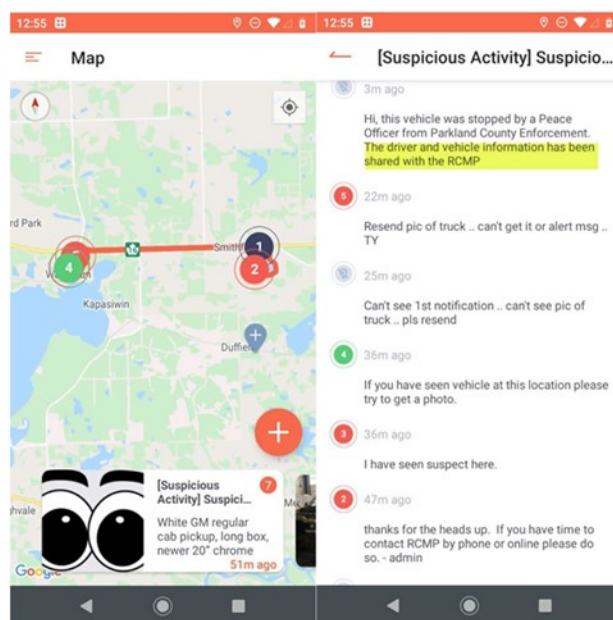
12:30-12:54pm A Peace Officer saw the alert, identified the vehicle, pulled it over, and updated the RCMP and the community at **#4**



It turned out to be some prolific copper thieves well known to RCMP. The lead was helpful to know they may start trying to operate in this area.



Effective deterrence was created in less than 60 minutes with 4 witnesses and then being updated.



Even though everything has changed, groups like Rural Crime Watch remain ESSENTIAL.

Don't despair if it seems like your group is not able to get your message out to residents through our normal avenues.

There ARE options to use until we are able to meet in person at the community events, farmers markets and rodeos that we're used to.

Partnerships with local RCMP, Citizens on Patrol, and our Counties and Municipalities are critical to staying active and in touch.



Resources for Non Profits

Free or Low Cost Programs for available to Non- Profit Organizations.

Free Video Conferencing

To provide some resources, for you, to hold short meetings between your Members, or your Board of Directors, below are a few free programs that can be used for meetings. As you will see, some have time limit on the meeting time, however, have unlimited number of meetings that can be used on the free program. This is not a comprehensive list of all of the programs available, nor am I a technology expert, but trust it will give you some resources to get you started.

Zoom [Link](#)

- 40 Minutes per session – free

- Up to 100 participants

- Webcam support

- Has Chat feature

- Screen Share support

- Unlimited one – one meetings – 40 minute meeting time limit.

- Attendees can join a **Zoom** meeting without even signing into the app, but **must** register for an account to host a video meeting.

- Have subscriptions available, if interested.

Go To Meeting – [Link](#)

- Free 14 Day Trial – no credit card required.

- Up to 3 participants

- 40 Minute Meetings

- Screen Share

- Webcam support.

- Has chat feature.

- Mobile and browser based meetings.

- Have subscriptions available if interested.

Google Meet – [Link](#)

- Requires a Google Account, (Gmail, Google Photo, YouTube, etc)

- Up to 100 participants

- 60 min time limit per meeting

- Webcam support

- Screen Share support

- Has chat feature.

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Collaborative Sites.

Below is information that is not widely known to the public, and some of the tech community is not aware of this availability as well. What is described, below, is a mechanism in which you can get specific RCW email addresses, cloud computing, collaboration tools, and video conferencing tools, for free*. Other programs, like Adobe, Quickbooks, etc are also available as reduced cost to the non-profit group.

This offer made available through generous donations from corporations and companies to support non-profit organizations to help them with going digital in their operations as well as being able to communicate within the organization.

APRCWA has leveraged this availability to utilize the Microsoft Program for emails, Video Conferencing for Committee Meetings, Document Storage and collaboration. This is the same platform Companies use for their businesses.

The first step is to register with TECH Soup.

TechSoup Canada is a program of the Centre for Social Innovation, a non-profit co-working space, community and launch pad for people who are changing the world. Being a non-profit ourselves, we understand all too well the challenges facing the **Canadian** non-profit sector and we want to help. <http://www.techsoupcanada.ca>

TechSoup Memberships are **free** of charge.. To learn more about the promotion, visit: <http://www.techsoup.org> There are administrative fees associated with placing product requests such as for software or other offerings.

In order to participate in the TechSoup Canada Technology Donations Program, Canadian organizations are required to meet both the general eligibility criteria outlined below **and** those required by individual donor partners.

General eligibility criteria:

- Canadian charities must be registered with the Canada Revenue Agency (CRA)
- Canadian non-profits must be registered with their provinces or territories, or federally with Industry Canada

Canadian public libraries listed in the national database

All organizations need to submit proper documentation (business registration documentation for non-profits; written proof of charitable status from Canadian Revenue Agency) to verify their non-profit or charitable status. See How to Register for more details.

<https://www.techsoup.ca/eligibility>

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Google Workspace **

<https://www.google.ca/nonprofits/offerings/workspace/#!/workspace-pricing>

- Can be more collaborative, productive, and efficient with Google Workspace for Non-profits
- Non-profits can collaborate more effectively with smart, secure business apps like Gmail, Docs, Calendar, Drive, and Google Meet, so you can focus on what matters.
- Has Admin oversight.
- Can set RCW based emails addresses. For Example Cochrane (CFPA) uses this platform and we have @cfparcw.ca email addresses.

Microsoft ** Includes Office 360, SharePoint, Emails, Admin oversight.

- Can also have RCW specific email addresses
- Have access to Office 360 on the Cloud
- Full details available thru Tech soup.

**Access to Programs is free – Must have an internet Domain address for set up.*

***Both of the above Requires a **Domain address** prior to activation. (Domain address is your Association's Internet address and is purchased on a yearly basis) Domain addresses are purchased on a subscription, for a nominal fee, and can be prepaid for a few years ahead.*

You can use your existing one or set one up if you do not have one. (Domain.ca or WebNames.ca are a couple of sites) This is used to set up emails and host your website in the future.

It is hoped that one or more if these suggestions will help your group connect. Use of the basic conferencing platforms is available and useful to get started on getting the group together.

Should you have questions on effectiveness of these platforms/ offers, please feel free to get in touch with me at president@cfparcw.ca. For technical assistance please contact the platform provider directly.

Thanks and have fun.

Submitted by:

Rosemary Lindsay – Cochrane Foothills Protective Association (CFPA) – President

The adventure of holding your first “Virtual” Annual General Meeting

I assume, that if you are just reading this article, you have yet to get through your first virtual AGM. Rest assured, it is not as tall a mountain as it seems at this moment.

When we were tasked with holding the APRCWA AGM last February, several directors were asked to find any options that we could use to fulfill the task of pulling off a Virtual AGM. What they came back with was, it will be expensive to say the least. Costs ranged from \$8,000 to \$20,000 for a maximum of 100 members. That cost was not doable so your board put out the call for help in the form of volunteer help. Smokey Lake County came to the rescue by offering the use of their ZOOM account and a volunteer coordinator to help out as well. (Thank you Patti Priest)

Then our board presenters had to be re-educated in presenting information to an audience and also, what to present. You want to be assured that the information that you are giving out is interesting enough that you will continue to hold an audience at their computers.

After some trial and error and much discussion, it was determined that a power point agenda format would be best with different directors looking after various portions of the presentation. Someone needed to monitor the chat section, one for the voting section and one trouble shooter. Patti was our number one go-to person for trouble shooting.

So with some delays due to equipment malfunctions, slow rural internet, we were able to get the job done. And was that not the intention all along? It may not be fancy but it gets the job done.

Take your time presenting your AGM, and apologize in advance for equipment failures. Pick your self-off the ground and move on into the virtual world..... It can be a blast, figurative speaking.

Cor De Wit
President, APRCWA



Fundraising Tips

Follow these reminders while writing your updated webpage or email copy:

Maintain your mission. This pandemic is causing you to shift your strategy and messaging, but your mission remains the same. Remind existing members of why they became involved with your RCW group.

Use a general call to action. Vary the language of your asks, here are a few examples:

Thank you for your continued support.

Your support matters and helps to bring rural crime awareness to the public.

Together, we can keep rural crime low.

Our need for support remains.

Use storytelling best practices.

Fundraising during a global pandemic has its own set of challenges, but the main best practices are the same.

Demonstrate the impact a donation will have to Rural Crime in your area. Be explicit in your needs. Tell your supporters if your organization needs dollars to purchase supplies to increase awareness (RCW Area signage), or to advertise to new members to increase your groups local footprint.

How to retain members

For non-profits, the COVID-19 pandemic has exacerbated many existing challenges, including identifying sources of funding, using technology to improve operations and effectively advocating for their causes.

Given the upheaval and disruption the pandemic has forced upon nearly everyone, member outreach presents its own set of difficulties as non-profits strive to maintain communication with those they count on.

The following are several tips to help non-profits accomplish the difficult task of remaining top of mind to members during the pandemic.

- ☐ Keep it relevant and timely.
- ☐ Rule No. 1 for outreach communications is that the information must be relevant to members and reach them at a time when they can use it.
- ☐ Consider what information or resources your organization can offer your members that could be valuable to them, especially at this time. Develop the proper materials, and ensure they are delivered at the opportune time and frequency. APRCWA website blog and Social Media accounts share many timely relevant items that can be shared to your members.
- ☐ Mix it up.

Frequent outreach alone is not enough. Communications must be delivered in a format that engages members, which is why it's important to provide a little variety.

In addition to written content such as tip sheets, consider sharing videos, infographics, and webinars to meet the needs of your members. This is a great way to share knowledge, and the APRCWA and Alberta RCMP have developed many videos that can be shared to your members by emailing the YouTube links found on their channels.

APRCWA Board of Directors

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