

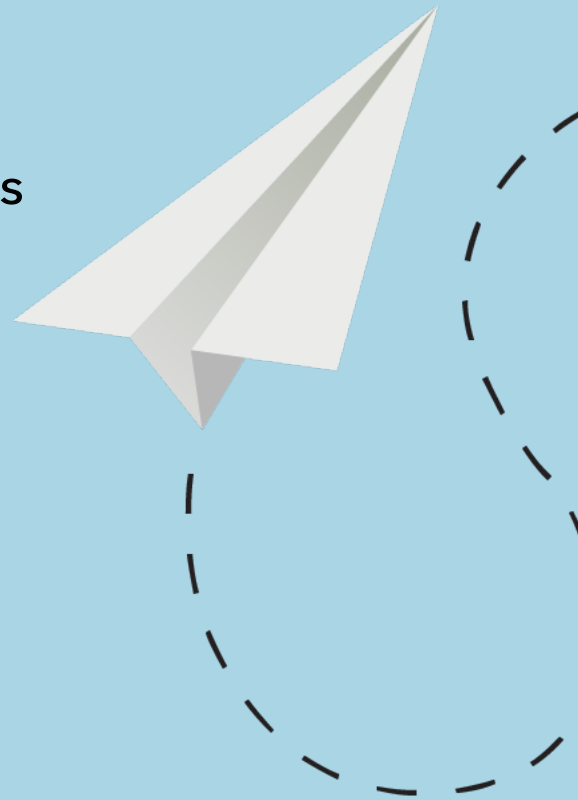
NDTip

Community Outreach Toolkit



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Introduction

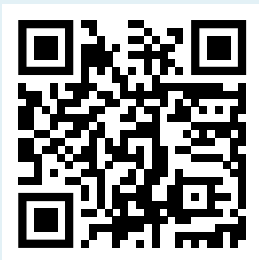
NDTip is a valuable asset in the effort to keep our communities safe.

As a key stakeholder, we need your help to connect citizens with this convenient tool that puts safety at their fingertips.

Inside this toolkit, you'll find resources to help educate your community on how to use NDTip to easily and anonymously report suspicious activity to their county sheriff's department.

You know your community best. This toolkit is designed with a variety of resources so you can pick and choose the right resources for your outreach efforts.

Material Orders



Order free materials at
behavioralhealth.x-shops.com/nd-tip

Scan here



Available Resources

Your stakeholder toolkit includes customizable and versatile promotional tools that will help you be an NDTip advocate in your service area. On the following page is a list of the available tools and ideas for how they can be utilized.

Resource	Uses	Printing Specs	Considerations
Announcement Scripts	These scripts can be utilized as on-air PSAs by your local media or as talking points for your local sports broadcasts.	N/A	
Article	This article can be customized and shared with your local newspaper or any organization that has digital or print publications.	N/A	
Business Card	This compact promotional card is designed with space for your agency to customize with your own logo or name. The small format makes it a great option for booths, desks, or to carry along in your pocket!	3.5 x 2 in with 0.125 in bleed CMYK color	
Poster (Parents)	Customize this poster with your agency's logo and then blanket your community with NDTip information! Perfect for locations such as gas stations, restaurant bathrooms, post office bulletin boards, and grocery stores.	8.5 x 11 in with 0.125 in bleed CMYK color	
Poster (Youth)	Customize this poster and place anywhere teens hang out. Start with school bulletin boards, restrooms, and gymnasiums, and then expand to community hangouts!	8.5 x 11 in with 0.125 in bleed CMYK color	
Rack Card	Customizable rack cards are a great option for booths, churches, government offices, schools, or brochure racks at the local library.	4 x 9 in with 0.125 in bleed CMYK color	When printing for use in a literature display, use heavier paper. If you're going bulk print for distribution, you can save money by printing on lighter paper.
Social Media Toolkit	Use these posts to raise awareness on your own social platforms, or share them with community organizations interested in being NDTip champions!	N/A	
Note Pad	This compact resource is great for small spaces like retail checkout counters or for law enforcement to carry along in their vehicles.	4 x 3 in CMYK color	Your printing vendor will need to know how many sheets you want in each pad. Depending on the situation, we recommend 50 to 100 sheets per pad.
Vehicle Decal	Outfit your law enforcement and public health fleet vehicles with ND Tip decals!	3 x 11 in CMYK color	
Window Cling	Window clings are versatile and can be used in a variety of places, from entry doors to restroom mirrors.	5 x 5 in CMYK color	Your printing vendor will want to know if adhesive should be placed on the front or back of the design. If you're considering placement on restroom mirrors, place the adhesive on the back. If you're placing the clings on an exterior door, place the adhesive on the front (design side).
¼ Page Ad	This templated ad is designed with space for you to customize with your agency's logo or name. This ad can be used in any print or digital publication.	N/A	

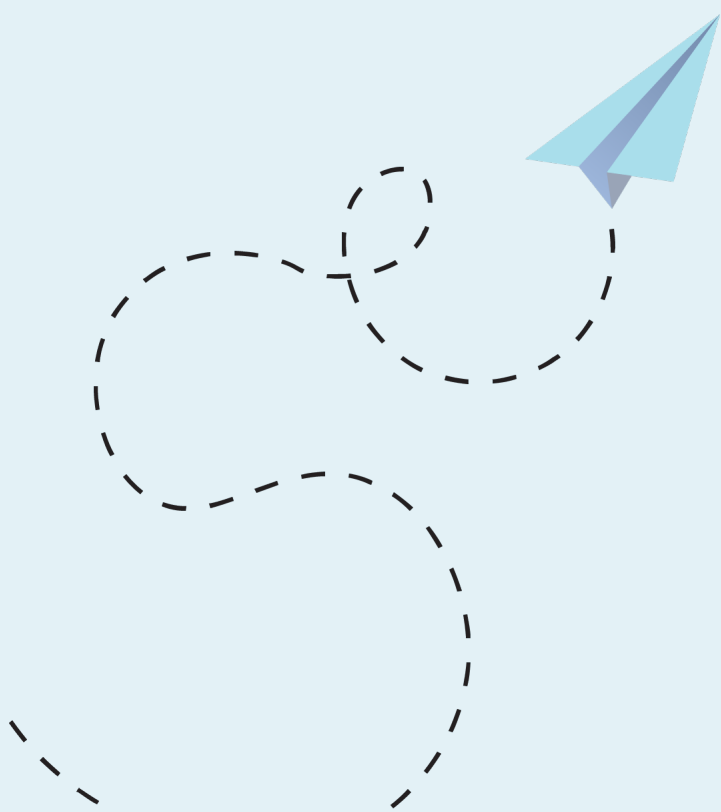
Distribution Brainstorming

Not sure where to start?

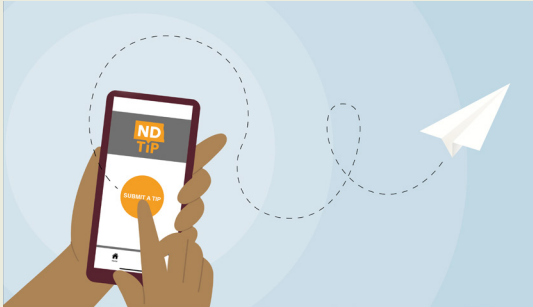
Businesses in the categories listed below are traditionally high-traffic locations and could make a great starting point for your outreach efforts.

Business	Material	Implementation
Bars	Posters Window cling	Restrooms are the perfect place to hang posters and to place window clings on mirrors.
Bowling Alleys	Posters Note pad Window cling	If there is a bar or restaurant attached to the facility, don't forget to ask about placing materials there, too!
Chamber of Commerce	Article	Request for Chamber to include an article in their upcoming digital or print newsletter. Customize the article and include a way for businesses to request materials from you.
Churches & Youth Groups	Article Note pad ¼ page ad Rack card	Request for promotional materials to be placed at their resource table and provide the article or ¼ page ad as an option for the weekly church bulletin.
Community Apps (Living Local)	Announcer scripts	Modify announcement scripts to serve as push notifications on your local app.
County & City Facebook Pages	Social media graphics	These agencies are trusted sources of information. Capitalize on their following by requesting for them to share posts on their social channels.
County Fairs	Social media graphics Posters	County fairs typically have a strong social media following. Request for them to include NDTip content when promoting their upcoming events and to hang posters at the fair ticket booth.
Event Centers or Civic Centers	Posters Window cling	Place window clings on entry doors or ticket booth windows and request for posters to be placed in the restrooms.
Gas Stations	Note pad Posters Window cling	Note: Cenex stations are generally very receptive to sharing community information.
Liquor Stores	Note pad Posters Window cling	Note pads are great to have at the check-out counter.
Local Grocery Stores	Note pad Posters Rack card	Use the note pad design to bulk-print quantities for local grocery stores to use as bag stuffers. Note: Locally owned stores are typically more receptive than corporate chains.

Business	Material	Implementation
Restaurants	Note pad Posters Window cling	Window clings and posters are great for the restroom or entrance. If the restaurant requires you to pay at the register, it's the perfect place for a business card or note pad.
School & Student Clubs	Announcer scripts Social media graphics Note pad Poster - parents Business card Window cling ¼ page ad Vehicle decal Rack card Poster - youth Article	There are plenty of ways to get the word out at schools and student clubs! Have counselors utilize the rack card or business cards in their office, while front entries or bathroom mirrors can display window and vehicle decals, and youth and parent posters. In addition, place the ads or articles in school newsletters, sports rosters or event programs. And don't forget about social media -- post on school-related social channels to surely reach the young audience.
Wellness Centers	Social media graphics Posters	Request for them to share posts on their social pages and hang posters near water fountains, in restrooms, or in the lobby.
Youth Organizations (4H, FFA, FBLA, FCCLA, etc.)	Social media graphics Business card Rack card Article	Ask these organizations to share posts on their social channels or distribute rack cards to their members.



Article



Help protect our community with NDTip!

Here in North Dakota, we care about the safety of our communities. With NDTip, we can help ensure that safety through the touch of our fingertips!

NDTip is an anonymous, easy-to-use app that is designed to protect people from unsafe situations.

You can download the NDTip app from the App Store or Google Play and submit anonymous tips about suspicious activity to <Your County Sheriff's Department>. You can also text a tip to 847411 beginning with your local law enforcement's keyword found on hhs.nd.gov/nd-tip

Help keep our community safe. If you see something, you can say something, through NDTip!

NDTip is not an emergency service. For immediate assistance, dial 911.



QR Code

DOWNLOAD

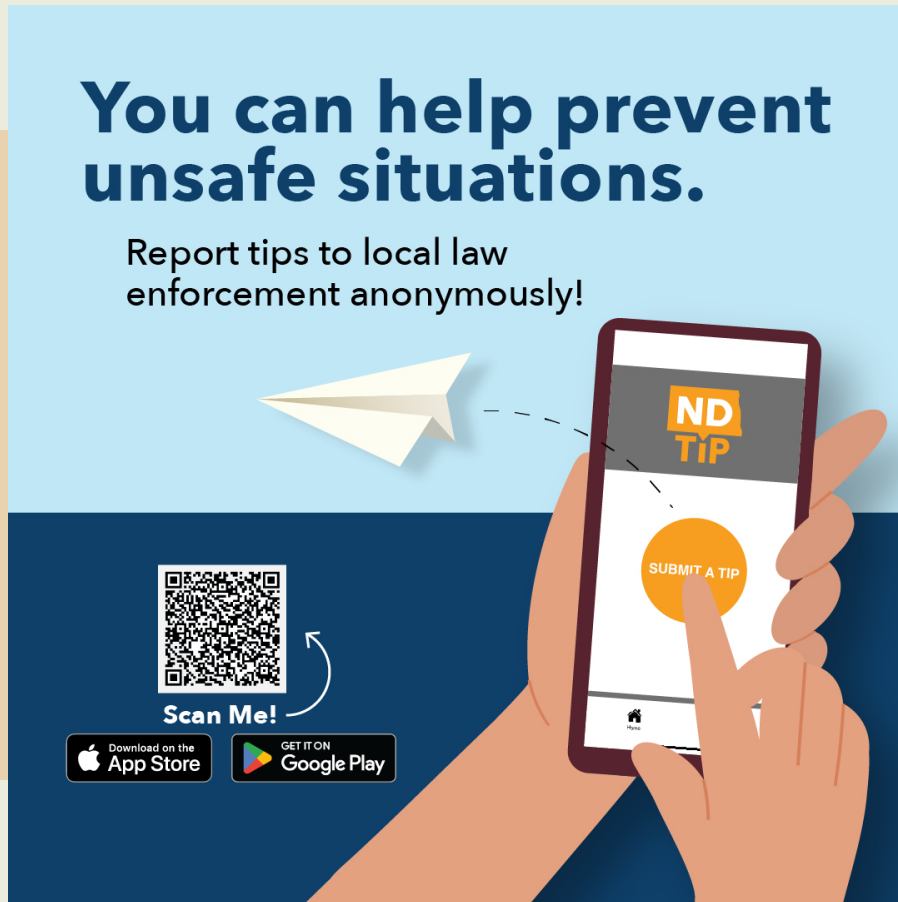
Announcements

- 1.** Report suspicious activity in your area and keep your community safe. Use the NDTip app to submit anonymous tips to your local law enforcement. Download the NDTip app from the app store today.
- 2.** You have the power to protect the people around you. Use the NDTip app to submit anonymous tips to local law enforcement and help protect your community. Download the NDTip app from the app store today.
- 3.** You can help prevent crime in your community. Use the NDTip app to submit anonymous tips to local authorities and protect your friends and family. Download the NDTip app from the app store today.
- 4.** It's free. It's confidential. And it's for everyone. It's NDTip! Help protect your community and create a safe environment for everyone. Download the NDTip app from the app store today.
- 5.** Help protect yourself and your friends from unsafe situations. Use the free NDTip app to submit anonymous tips to your local law enforcement and keep each other safe. Download the NDTip app from the app store today.
- 6.** Use NDTip to help prevent crime and protect your community. Download the NDTip app or text 847411 with your local law enforcement's keyword found at hhs.nd.gov/nd-tip
- 7.** Know of an unsafe situation or one that might become unsafe? Download the NDTip app or text 847411 with your local law enforcement's keyword found at hhs.nd.gov/nd-tip

Social Media Posts

You can help prevent unsafe situations.

Report tips to local law enforcement anonymously!



Social Post #1

Post Copy: Help is in your hands! Download the NDTip app today!

Facebook post
1362x709 pixels

Facebook post
1362x709 pixels

[DOWNLOAD](#)

[DOWNLOAD](#)

Communicate with law enforcement anonymously.

Report suspicious activity at the touch of a button!



Social Post #2

Post Copy: Help is in your hands! Download the NDTip app today!

Facebook post
1362x709 pixels

Facebook post
1362x709 pixels

[DOWNLOAD](#)

[DOWNLOAD](#)

Videos

Community safety at our fingertips.

Download NDTip today!

ND TIP

Motion Graphic #1

6 seconds
1920 x 1080 pixels

DOWNLOAD

Post Copy: Prevent crime, protect people.
Download the NDTip app today!

Keep everyone safe anonymously!

Download NDTip today!

ND TIP

Motion Graphic #2

6 seconds
1920 x 1080 pixels

DOWNLOAD

Post Copy: Prevent crime, protect people.
Download the NDTip app today!



Youth Video #1

15 seconds
1920 x 1080 pixels

[DOWNLOAD](#)

Post Copy: NDTip is safety at your fingertips.
Download the NDTip app today!

Youth Video #2

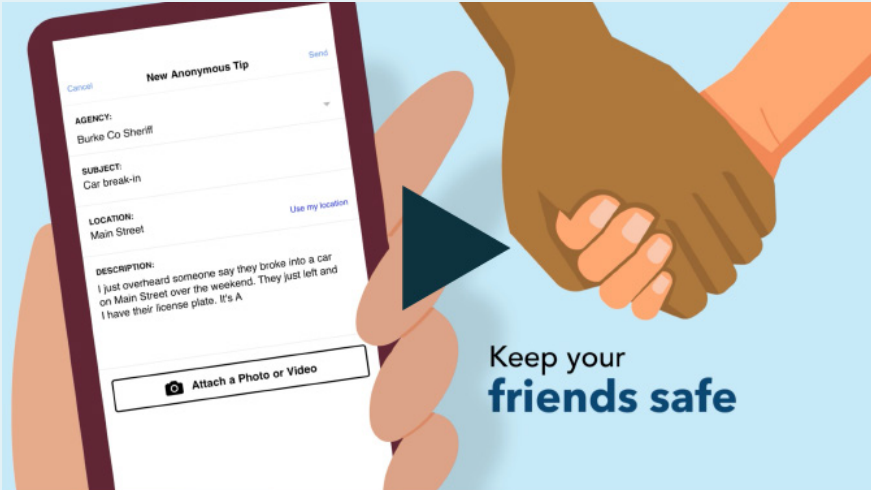
15 seconds
1920 x 1080 pixels

[DOWNLOAD](#)

Easy & anonymous

way to report unsafe situations

Post Copy: It's easy to protect your community with NDTip. Download the NDTip app today!



Youth Video #3

15 seconds

1920 x 1080 pixels

[DOWNLOAD](#)

Post Copy: When a situation becomes unsafe, NDTip can help. Download the NDTip app today!

Youth Video #4

15 seconds

1920 x 1080 pixels

[DOWNLOAD](#)



Post Copy: Keep our community safe. Download the NDTip app today!

We can all play a role in
keeping our communities safe



General App Video

30 seconds

1920 x 1080 pixels

[DOWNLOAD](#)

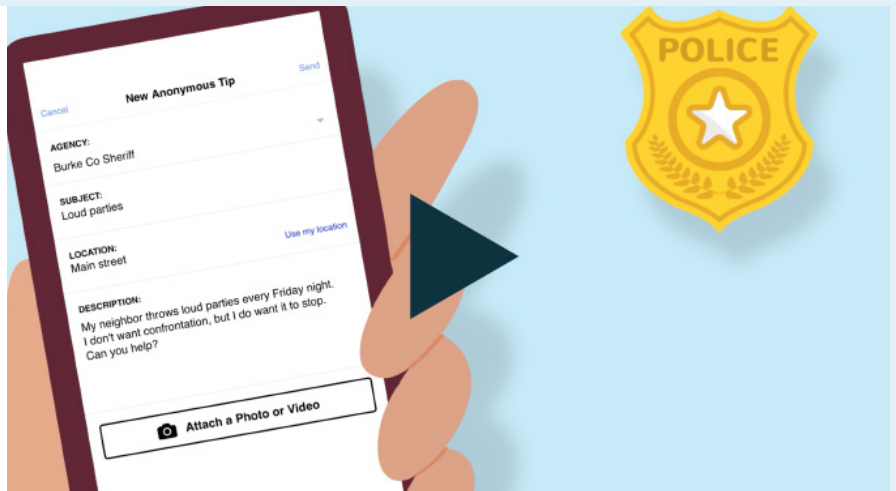
Post Copy: A safer community is right at our fingertips. Download the NDTip app today!

Submit a Tip Video

30 seconds

1920 x 1080 pixels

[DOWNLOAD](#)



Post Copy: Prevent crime, protect people.
Download the NDTip app today!

Posters



Help keep your friends safe.

Notify law enforcement of unsafe situations anonymously!



Download the NDTip app to begin submitting a tip today.

Free | Confidential | Anonymous



Scan Me!



Poster: Youth

8.5 x 11 inches

DOWNLOAD

Poster: Parents

8.5 x 11 inches

DOWNLOAD



Help create a safe environment for your kids.

NDTip is an anonymous, easy to use app that provides information discretely to law enforcement.

Simply **download the app** or **text 847411** using your local law enforcement's keyword found at hhs.nd.gov/nd-tip.



Scan Me!



Decal & Cling



Report suspicious activity.
Download the ND Tip app!

Vehicle Decal

5 x 7 inches

DOWNLOAD

Window Cling

5 x 5 inches

DOWNLOAD



**Help keep your
community safe.**

Report suspicious activity!
Free | Confidential

Download ND Tip today!



Scan Me!



Note Pad & Business Card



ND TIP

Help protect your community.

Report suspicious activity with NDTip.
It's safe. It's easy. And it's anonymous.



Scan Me.

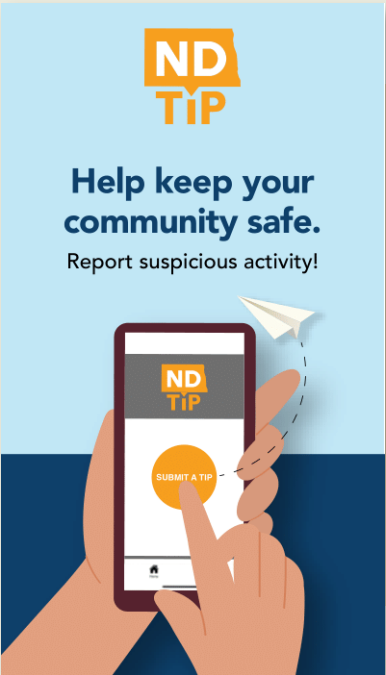
Download NDTip today.

The note pad design features a light blue header with the NDTIP logo and the headline 'Help protect your community.' Below this, a white section contains the text 'Report suspicious activity with NDTip. It's safe. It's easy. And it's anonymous.' A QR code is shown with the text 'Scan Me.' and an arrow pointing to it. At the bottom, it says 'Download NDTip today.'

Note Pad

4 x 3 inches

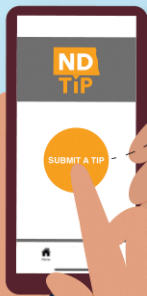
DOWNLOAD



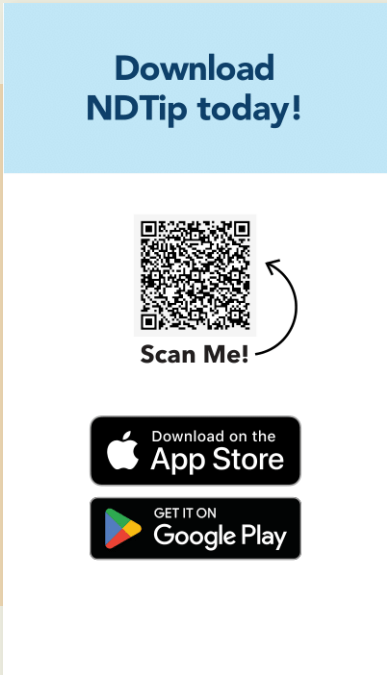
ND TIP

Help keep your community safe.


Report suspicious activity!



The business card design features a light blue header with the NDTIP logo and the headline 'Help keep your community safe. Report suspicious activity!' Below this, a dark blue section shows a hand holding a smartphone displaying the NDTIP app interface with a 'SUBMIT A TIP' button. A paper airplane icon is shown flying from the phone.



Download NDTip today!



Scan Me!

Download on the App Store

GET IT ON Google Play

The business card design features a light blue header with the text 'Download NDTip today!' Below this, a white section contains a QR code with the text 'Scan Me!' and an arrow pointing to it. At the bottom, there are two buttons: 'Download on the App Store' and 'GET IT ON Google Play'.

Business Card

2 x 3.5 inches

DOWNLOAD

Rack Card



Protect our kids from unsafe situations!

Use the ND Tip app to prevent crime and keep kids safe in your community.

ND Tip is a **safe, easy, and confidential** way to contact law enforcement about suspicious activity in your area.



Download the ND Tip app today!

Simply download the app, click "submit a tip," select the agency you wish to notify, enter the subject, provide the location where the activity is taking place, and add any other details. You can even attach a photo or video!

Help keep your community safe.

ND Tip removes all identifying information when submitting tips to law enforcement, keeping your submissions anonymous.

If you see something, speak up!

If you know about an unsafe situation or of one that MAY become unsafe, you can discreetly notify local law enforcement to ensure the safety of our youth. Together we can help **protect our kids and our community.**



Scan Me!



ND Tip is **not** an emergency service.

If you need immediate assistance dial 911.

Rack Card

4 x 9 inches

DOWNLOAD

1/4 Page Ad

ND TIP

Your community **matters.**

The power to protect it is in your hands.

NDTip is an easy-to-use app to anonymously submit information to law enforcement.

Scan Me!

Download on the App Store

GET IT ON Google Play

1/4 Page Ad

4.25 x 5.5 inches

DOWNLOAD

