

***ACTION* — BATTLEFORDS**



CALL TO ACTION!

“***Action—Battlefords***” needs you! Your sponsorship and support of the campaign and programs will allow the Battlefords to move down the path to a *new #1*. Let’s be the #1 – Safest Community in Canada. A 30% change in our crime numbers will see us vault to the best from worst in the Crime Severity Index. Work with us to address the issues impacting you, your business, your employees and their families. This “***Action—Battlefords***” campaign will engage 3 component parts to support efforts to impact our community reputation, crime statistics, and youth engagement.

1. CITIZEN’S ON PATROL

This mostly volunteer led group is ready to train and equip new patrols, and implement, in very short order, an expanded program of community patrols. With this additional funding, they can more regularly patrol key areas at prime times with a focus to visit targeted areas. The petty crime statistics can be positively impacted by these more regular patrols deterring the group mentality of much of the activity.

2. YOUTH FIRST (TEEN) PROGRAMMING

The *Action* plan is to engage a co-ordinator and community volunteers who will implement a ‘teen’ program, partnering with groups in the community, and providing activities, events, concerts and positive messaging for the youth. The activities, events, and programming is developed to be hosted on specific evenings of the week when activities of other sorts are more statistically common, and to occupy the young people with positive, fun and engaging activities.

3. MARKETING & COMMUNICATIONS

The Battlefords Chamber of Commerce has engaged a well known marketing & communication company, to lead the effort to impact community reputation by telling a different story of the Battlefords, regionally, provincially and nationally. Through partnerships, multiple platforms and from all angles, this communication strategy will change the conversation and share the positive steps and impacts on crime and our reputation. Together let’s write a new future.

- A) Make a cheque payable to Battlefords Chamber of Commerce tagged with “***Action - Battlefords***”, to receive a campaign sponsorship receipt; (for business) [P.O. Box 1000, North Battleford, Sask. S9A 3E6] OR
- B) Make a cheque payable to Battlefords & District Community Foundation – “***Action - Battlefords Fund***” – to receive a charitable donation receipt. (for personal or business) [P.O. Box 1302, North Battleford, Sask. S9A 3W2]