

STATE OF TEXAS



NATIONAL NIGHT OUT

GUIDEBOOK

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Hays County Sheriff's Office

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Introduction

Welcome to National Night Out!

As a National Night Out (NNO) coordinator, you have been tasked with making your agency's National Night Out the biggest and best ever. The purpose of this manual is to assist you in that task.

National Night Out is an endeavor that usually consumes the attention of crime prevention officers across the country every August or October. Many of those officers are the same officers every year. For officers new to National Night Out, the idea of organizing and planning such a large event can be overwhelming. You are not alone.

The members of the Central Texas Crime Prevention Association are eager to work with you in making National Night Out effective and increasing the participation of our communities.

Respectfully,

Jeffrey Jordan
Deputy Sheriff
Hays County Sheriff's Office

What is National Night Out (NNO)?

What is National Night Out? It's America's Night Out Against Crime!

National Night Out" (NNO) is a unique crime/drug prevention event sponsored by the National Association of Town Watch (NATW), has been scheduled for the first Tuesday in October every year.

To date, National Night Out campaigns have involved citizens, law enforcement agencies, civic groups, businesses, neighborhood organizations and local officials from over 15,700 communities from all 50 states, U.S. territories, Canadian cities and military bases worldwide. In all, over 37.5 million people have participated in National Night Out.

NATIONAL NIGHT OUT is designed to:

1. Heighten crime and drug prevention awareness
2. Generate support for, and participation in, local anticrime programs
3. Strengthen neighborhood spirit and police-community partnerships
4. Send a message to criminals letting them know that neighborhoods are organized and fighting back.

Along with the traditional display of outdoor lights and front porch vigils, cities, towns and neighborhoods 'celebrate' NNO with a variety of events and activities such as:

block parties	cookouts
parades	exhibits
flashlight walks	contests
youth programs	visits from local police and sheriff departments

NNO has proven to be an effective, inexpensive and enjoyable program to promote neighborhood spirit and police-community partnerships in our fight for a safer nation. Plus, the benefits your community will derive from NNO will most certainly extend well beyond the one night.

The official National Night Out Registration form is available at <http://www.nationalnightout.org/nno/reg.html>. Simply complete the online form and submit it. (Note: There is no cost to register or participate!)

Once registered, coordinators receive an ORGANIZATIONAL KIT filled with 'how-to' materials such as:

promotional ideas	guidelines	tips	questions and answers
camera-ready art	sample news releases		sample proclamations

You will also receive NNO "Updates" during the period leading up to the event. Plus, you'll receive information on "Project 365" - a unique component to the National Night Out campaign.

Don't delay. Be sure your community is part of the nation's largest annual crime/drug prevention event.

National Night Out — A Great Value

There are no financial barriers to participating in National Night Out. That always has been our commitment, but in today's difficult economy, it's worth highlighting . We know communities and local law enforcement agencies are being asked to justify every expense. National Association of Town Watch (NATW), the sponsoring organization of National Night Out, partners with Target, Associa, Nextdoor.com and law enforcement agencies to make sure there are no financial barriers to participating in National Night Out. NATW continues to operate as a lean organization. We are thoughtful about how every dollar is spent, working year-round to help city governments, police departments and grassroots organizers make their National Night Out events successful and their communities better places to live.¹

¹ Courtesy of <http://www.nationalnightout.org/nno/about.html> accessed on 03/09/2013.

History of NATW and NNO

The National Association of Town Watch (NATW) is a nonprofit, crime prevention organization which works in cooperation with thousands of crime watch groups and law enforcement agencies throughout the country. Since 1981, NATW has been dedicated to the development, growth and maintenance of organized crime and drug prevention programs nationwide. NATW's network has grown to include over 6,500 crime, drug and violence prevention organizations.

National Night Out, 'America's Night Out Against Crime,' was introduced by the Association in 1984. The program was the brainchild of NATW Executive Director Matt A. Peskin.

In an effort to heighten awareness and strengthen participation in local anticrime efforts, Peskin felt that a high-profile, high-impact type of crime prevention event was needed nationally. At that time, he noted that in a typical 'crime watch community', only 5 to 7% of the residents were participating actively. Due to the growth and success of these programs, he felt this percentage was too low. Subsequently, he proposed a national program which would be coordinated by local crime prevention agencies and organizations - but that would involve entire communities at one time. The first National Night Out was introduced early in 1984 - with the event culminating on the first Tuesday in August.

That first year, 400 communities in 23 states participated in National Night Out. Nationwide, 2.5 million Americans took part in 1984. The seed had been planted. In subsequent years, participation has grown steadily. The 28th Annual National Night Out last August involved 37.0 million people in 15,110 communities from all 50 states, U.S. territories, Canadian cities, and military bases worldwide. National Night Out culminates on the first Tuesday in August. Over 15,500 communities are expected to take part. **(Texas celebrates on the first Tuesday in October.)**

While the traditional 'lights on' and front porch vigils remain a part of NNO, activities have expanded considerably over the years to include block parties, cookouts, parades, visits from police, festivals, neighborhood walks, safety fairs, contests, rallies and meetings.

Peskin said, "It's a wonderful opportunity for communities nationwide to promote police-community partnerships, crime prevention, and neighborhood camaraderie. While the one night is certainly not an answer to crime, drugs and violence, National Night Out does represent the kind of spirit, energy and determination that is helping to make many neighborhoods safer places throughout the year. It [NNO] is a night to celebrate safety and crime prevention successes - and to expand and strengthen programs for the next 364 days."²

²Courtesy of <http://www.nationalnightout.org/nno/history.html> accessed on 03/09/2013.

Pre-NNO Planning

Agency Registration

In February of each year, the agency is available to register online for National Night Out. A registration form will be mailed to the agency. The agency may register online at: <http://www.nationalnightout.org/nno/reg.html>. Between March and April, the agency should receive a packet with due dates for award letters, agendas, and due dates for National Night Out books and reports.

Award Criteria

- 1. Overall Campaign:** Quality of area's NNO program including, organizational structure (e.g. advance planning, involving all levels of community, etc.), short and long term community impact, significant results, and regular communication with NATW office.
- 2. Neighborhood Participation:** Extent of citizen involvement, number of participation blocks, neighborhoods, communities, types of events, activities, etc.
- 3. Law Enforcement Involvement:** Level police or sheriff department participation and support.
- 4. Media & Promotional Campaign:** Generation of a successful media and promotional campaign with extensive coverage, documentation of news broadcasts and articles, event footage, photos, and more.
- 5. Special Events:** Originality and effectiveness of local special events developed for NNO and impact upon local participation, media coverage, and awareness
- 6. Overall Post Project Report:** Comprehensive and quality entry (very important!) with narrative, commentary, documentation of results, agendas, media coverage, participation data, and sampled flyers, posters and related promotional materials.
- 7. Miscellaneous:** Various other aspects of your Post Project Report including, timeliness submissions to NATW, support of national corporate sponsors (Associa, NextDoor, Target) and promotion themes, efforts to involve new NNO cities, towns, counties in your region, and communal participation in project365.

Award Letter

A letter declaring participation in the awards program is due usually by the end of May or the beginning of June of each year. Awards are categorized by population size that the agency serves.

Agency NNO Agenda

A letter showing the events that have taken place and planned to take place to promote National Night Out is usually due at the end of June or beginning of July of each year. The letter can reference any and all events where National Night Out is presented, discussed, planned for, or promoted. This makes any event that Community Outreach does eligible to be placed on the agenda.

Event Planning

Planning for National Night Out should begin in January of each year to allow for maximum amount of time to have effective planning and operations. Some planning may need to involve the Central Texas Crime Prevention Association, while others may need to involve other agencies in Hays County. During the early stages, if a theme is going to be decided on, meet and get a consensus and begin working at marketing them to the communities.

Start registering communities no later than May. This allows plenty of time to get the majority of communities involved. Registration cut-off should be mid-September to allow time to schedule officers. In August meet with the Sheriff and Chief Deputy to coordinate manpower issues. August is also the ideal time to meet with all first responders that may attend Hays County parties.

If planning a National Night Out Kick-Off Party, consider coordinating with **ALL** first responders to be in attendance. The kick-off should be the Saturday before NNO if it is held. It should be held at a location such as a civic center or large area that can accommodate several agencies and people. Kick-off parties usually are an opportunity for displays and exhibits, meet and greets with officers and elected officials. Invite the media to this event if one is held.

Sponsors and Fundraising

Fundraising letters should be sent out in January or February in order to be considered for funding from business or organizations. Sponsors assist in paying for NNO t-shirts for bags that are given to hosts, and for other products that may be needed to promote National Night Out. For sponsors donating a minimum of \$350.00, their logo will be placed on the regional National Night Out Shirt. ***Please note that you should have an account separate from you own personnel or agency banking accounts. Follow your local agency policies and procedures with fund raising.***

Suggested sponsors include:

- Local businesses
- Local community service organizations
- Local elected officials
- Student groups or schools

Sample tier sponsorship levels.

Bronze Level Sponsor: \$250.00

- ☐ Listed in (AGENCY) National Night Out Book
- ☐ Listed in public service announcements and media releases.

Silver Level Sponsor: \$350.00

- ☐ Business Logo on Customize shirt ie “Join Our Gang” T-shirts
- ☐ 6 National Night Out or Customize shirt ie “Join Our Gang” T-shirts
- ☐ Listed in (AGENCY) National Night Out Book
- ☐ Listed in public service announcements and media releases.

Gold Level Sponsor: \$500.00

- ☐ Business Logo on Customize shirt ie “Join Our Gang” T-shirts
- ☐ 6 National Night Out or Customize shirt ie “Join Our Gang” T-shirts
- ☐ Listed in (AGENCY) National Night Out Book
- ☐ Separate Sponsor Page in (AGENCY) National Night Out Book
- ☐ Certificate of Appreciation from (AGENCY)
- ☐ Listed in public service announcements and media releases.

All sponsorship levels will be recognized in press releases regarding National Night Out.

Neighborhood Registration

A neighborhood registration form should be made available via email to the different Neighborhood Watch groups throughout the county. The form should also be placed on the agency’s website. The form should be able to be mailed, faxed, emailed, or dropped off to the agency.

Neighborhoods should be encouraged to register with NATW as well, or the NNO coordinator should register the neighborhood with NATW. This increases NATW’s knowledge of communities participating in the program, and validates agencies when competing for NNO awards.

National Sponsors

Work with the national sponsors if possible. NNO has been sponsored by Target for a long time. Work with local Target stores to build the working relationship and the NNO event. Other national sponsors have recently joined the effort as well. Work with Associa and Nextdoor.com to strengthen the involvement of all of the communities.

Publicity

Agencies should submit press releases regarding National Night Out, events bringing neighborhoods and law enforcement together, and other activities that build trust and cooperation in the county. Press releases should be done at the beginning of summer to encourage

registration, the end of August to finish registration, the State NNO press conference, and post NNO press releases to let the communities know where the agency placed if competing for awards. Use the media to encourage participation. Banners can be placed at key points around the county to bring attention to NNO.

Pre-NNO Kick-off

Many agencies host a NNO kick-off party the Saturday before NNO. The party usually lasts only a couple of hours, and is an opportunity for first responders to meet as one with the communities. These events can be celebrated at little to no cost. An event is usually held as a joint venture between agencies in a county.

The National Night Out Knight Mascot

The National Night Out Knight Mascot is available for purchase through the NNO Superstore at <http://www.nnosuperstore.com/>. The cost \$3350.00. If possible, try to purchase one. The mascot can be used at tons of pre-NNO events, and on the night of NNO, it can travel around and greet communities.

Items to Purchase

Items that are normally purchased though sponsorship funds are placed in the NNO bags that are given to party hosts. Banners that are purchased should be placed at the government center, Sheriff's Office, Sheriff's Office Substations, County Courthouse on the square.

Items to consider purchasing:

Banners NNO Balloons NNO Hand Fans Anything with the NNO logo on it

Visit the NNO Superstore online at <http://www.nnosuperstore.com/>.

NNO Bags

NNO bags are put together with balloons, hand fans, brochures, pamphlets, stickers, information, coupons, and any other item you can think of or put in the bags. Usually one of the regional NNO shirts is placed in each bag. The bags are normally put together by volunteers such as members of a Citizens Police Academy Alumni Association members 2-3 weeks prior to NNO. Bags are made available for pick-up the week prior to NNO.

Project 365

What is Project 365? Between now and National Night Out 2014, all National Night Out registered areas are asked to designate a particular 'problem area' in their communities. It could be anything from a park overtaken by drug dealers, to a gang problem, to a graffiti problem, to expanding Neighborhood Watch, to a particular block or neighborhood plagued by crime, drugs or violence.

The goal will be to work towards correcting that problem within an estimated "365" days - or, in other words, by National Night Out of the next year.

Veteran NNO Areas Announce Results

Those who became involved in "Project 365" in the previous year, should make plans to announce the results of your efforts on National Night Out this year. Announce the results to your local area - and also be sure to include the results in your NNO post-project report.

Is This Your First Year with NNO and/or "Project 365"?

If this is your first year with "Project 365", simply designate (or target) a problem area. Please include the designated area/problem in your (1) preliminary agenda and (2) as part of your NNO post-project report.

In your post-project report, you will report on your accomplishments for the area you designated this year - and target a new area for the following year.

Ultimately...

As National Night Out rolls around each year, along with the traditional activities, NNO coordinators will be reporting on the results of the problem area that they have designated from the previous year - and targeting a new area or problem for the coming year.

Will "Project 365" be Considered in the NNO Awards?

YES! Participation in "Project 365" will be considered in awards competition. Post-project reports should contain a section devoted to "Project 365". Bonus points will be awarded for those areas participating in the project.

Veteran NNO Areas: Don't forget to announce your results from "Project 365" from the previous year and also designate a new target for the current year.

What Types of 'Problem Areas' should we consider for "Project 365"?

It is completely up to each individual NNO coordinating agency or organization. Select a crime or safety related problem that when removed, will help to make your community, neighborhood

or block a safer, more desirable place in which to live. Most importantly, from Night Out to Night Out, document the results.

Initially, the suggestion would be to start small. Designate a problem or problem area that has a reasonable chance of being resolved or eliminated. Here are just a few suggestions:

A park plagued by crime, drug dealers, underage drinking, etc.

A poorly lit corner where crime and drugs are prevalent.

Expand the number of Neighborhood Watch groups in your community. Target those neighborhoods that have been traditionally tough to organize.

Residential burglary. Pick a section of your community that is having a problem. Implement an auto theft protection program. Track the results.

Robbery. Select a section of stores that have been hit recently. Institute a robbery reduction plan and track the results.

Clean up a "problem area". Remove illegal trash piles, broken bottles, graffiti, abandoned cars, trash-filled vacant lots. A year-long clean-up campaign can help reduce or eliminate existing problems.

Improving communication between your agency and the community.

In Your NNO Preliminary Agenda and Post Project Report...

1. State the location and nature of the problem.
2. Outline your "Project 365" objectives and course of action.
3. As you progress, remember to document the results.
4. Veteran NNO areas: Announce results from the previous year!³

³ Courtesy of <http://www.nationalnightout.org/nno/project365.html> accessed on 03/09/2013.

State of Texas National Night Out Committee

The National Night Out Committee works to help promote what the State of Texas is doing for National Night Out, assisting other agencies in having a successful NNO, and promoting NNO throughout the State of Texas. The first pre-planning meeting is normally held in March. A state training seminar is held in May. A seminar on National Night Out is also held at the Mid-Winter and Summer Texas Crime Prevention Conferences.

Members of the State NNO Committee also work on putting together the state book. The State of Texas has taken first place among the states and territories 18 times in 30 years. The book is put together using materials from agencies from across Texas. A group of volunteers put the book together in mid-October.

The current State of Texas NNO Committee Chairman is Rosie Salinas and the Co Chair is Andrew Samarripa. Rosie may be contacted via:

Rosie Salinas
Austin Police Department Office of Community Liaison
P. O. Box 689001
Austin, Texas 78768-9001
Office Phone: (512) 974-4736
Cell Phone: (512) 698-4575
Email address: Rosie.Salinas@austintexas.gov

Andrew may be contacted via:

Andrew Samarripa
Fort Hood DES
2311 58th Street
Fort Hood, Texas 76544
Office Phone: (254) 288-4913
Cell Phone: (254) 681-0154
Email Address: andrew.samarripa.civ@mail.mil

Proclamations and Recognition

Recognition from city, county, state, and federal government agencies is important. By government recognition, it shows the support of government officials of law enforcement's dedication to preventing crime and working together with communities to keep out neighborhoods, schools, children, and businesses safe. This recognition can be used to publicize National Night Out events. Proclamation should be copied and put in the agency National Night Out book.

In some cases, ask for letters recognizing what National Night Out is about and how important it is to the community from elected or appointed officials. Sending letters to celebrities is also a great way to get recognition for National Night Out and what the agency is doing. Letters and requests for proclamations should be sent or made in July.

County and Cities

Letters should go to the following county and city officials inviting them to attend National Night Out:

Justices of the Peace	District Judges	County Court at Law Judges
County Commissioners	County Judge	City Mayors
District Clerk	County Clerk	District Attorney
Constables	County Treasurer	County Tax Assessor-Collector
County Judge		

Proclamations should be requested for presentation in August and September recognizing National Night Out. Request proclamations from the following:

County Commissioners' Court	Cities	Towns	Villages
Universities	Schools		

State

Letters should go to the following state officials inviting them to attend National Night Out:

Governor	Lieutenant Governor	State Representative
State Senator	Attorney General	Director of the Department of Public Safety
Chief Justice of the Texas Supreme Court	Presiding Judge of the Criminal Court of Appeals	
Speaker of the House of Representatives		

Proclamations should be requested for presentation in August and September recognizing National Night Out. Request proclamations from the following:

Governor

Federal Recognition

Letters should go to the following federal officials inviting them to attend National Night Out:

President of the United States	Vice-President of the United States	State Senators
State Representative	Speaker of the House of Representatives	
Chief Justice of the Supreme Court	Director of the FBI	U.S. Attorney General
Director of the Marshals Service	Director of the Secret Service	Director of DEA
Director of Homeland Security	Chairman of the Joint Chiefs of Staff	
Director of Border Patrol		

Celebrities

Celebrity endorsement of NNO can help to show support for law enforcement. The following is a suggested list of celebrities that could be contacted:

Miss Texas USA	Miss USA	Miss Teen USA
Miss Texas Teen USA	Athletes	Musicians
Actors	Authors	Coaches
Cheerleader Groups	Sports Teams	Television Personalities

Sample Proclamation

Proclamation Declaring

NATIONAL NIGHT OUT 2013

WHEREAS, the National Association of Town Watch (NATW) is sponsoring its 30th annual nationwide crime, drug, and violence prevention program on October 1st, 2013 called “National Night Out”; and

WHEREAS, the “30th Annual National Night Out” provides a unique opportunity for Citizens of Hays County to join forces with thousands of communities across the State of Texas in promoting cooperative, police-community crime and drug prevention efforts; and

WHEREAS, the “National Night Out” event is a year-long community building campaign designed to heighten crime prevention awareness; generate support and participation in local anti-crime programs; strengthen neighborhood spirit and police-community partnerships and send a message to criminals to let them know that neighborhoods are organized and are fighting back; and

WHEREAS, the Citizens of Hays County play a vital role in assisting the Hays County Sheriff’s Office through joint crime, drug, and violence prevention efforts in Hays County; and

WHEREAS, police-community partnerships, neighborhood safety, awareness, and cooperation are important themes of the “National Night Out” program;

WHEREAS, the Hays County Sheriff’s Office has continued its commitment to excellence in service and to working together with our communities to keep them safe; and

WHEREAS, more than 37 million people in more than 20,000 communities in the United States of America and Canada will join forces to promote National Night Out; with 2013 marking the 30th Anniversary of this event.

NOW THEREFORE WE, the Commissioner’s Court of Hays County, Texas, do hereby proclaim Tuesday October 1st, 2013 as “NATIONAL NIGHT OUT” in Hays County, Texas.

FURTHERMORE, I, along with the entire Hays County Commissioners Court, encourage the Citizens of Hays County to continue to help make our community a safer and more enjoyable place to live, work and play.

ADOPTED ON THIS (date).

Post National Night Out Activities

Agency NNO Book

The agency NNO book is an important part of the NNO experience. It captures and displays all of the activities that the agency and the community have done throughout the year to strengthen its bond. The book should be filled with photos, stats, and information about events. The book can easily be broken down into the following chapters:

1. Introduction
2. Post National Night Out Report
3. Pre-National Night Out Activities
4. Project 365
5. Invitations to Public Officials
6. Proclamations and Letters Received
7. Press Releases
8. The Event
9. National Night Out Statistics
10. Sponsors
11. Acknowledgements

State NNO Book

The state NNO book is an important part of the NNO experience. It captures and displays all of the activities that agencies and community from around the state have done throughout the year to strengthen its bond. The book should be filled with photos, stats, and information about events. It takes every agency in the state to build a great book and presentation. Texas has placed number 1 on 18 separate occasions, and we want to keep those trophies coming to the State of Texas.

Post NNO Report

The post-NNO report is an opportunity for you to reflect on what went well and what did not. It also gives an opportunity for you to give NATW feedback about how NNO is affecting your area.

Timeline

Sample Timeline

Date	Completed
January 20XX	
TCPA Mid-Winter Conference NNO Training Session	
Prepare sponsorship request letters	
February 20XX	
Send out sponsorship letters	
If suggesting a theme, determine the them	
Develop Agency Registration form	
March 20XX	
NNO Pre-planning meeting (may be local, regional, or state)	
Prepare letters to elected officials and celebrities	
April 20XX	
May 20XX	
State NNO seminar	
Purchase NNO Banners	
June 20XX	
July 20XX	
Mail out letters to elected officials and celebrities by July 1st	
Agenda Letter due	
Order any other materials from NNO Superstore	
TCPA Summer Conference NNO Training Session	
August 20XX	
Graphics and T-shirt orders	
State NNO Press Conference	
Meet with head of agency to arrange manpower for NNO	
Gather materials for NNO Bags	
NNO Proclamations	
September 20XX	
NNO Proclamations	
Have NNO Meeting with all first responders in your county to coordinate	
<i>Optional: Host NNO Kick-off Party</i>	
October 20XX	
NNO	
Work on State NNO Book	
NNO Book Due	
NNO Statistics due to head of agency	

Resources

Resources

Websites:

1. National Night Out Website at <http://www.nationaltownwatch.org/nno/index.html>.
2. National Night Out Superstore at <http://www.nnosuperstore.com/>.
3. National Sheriff's Association USA on Watch at <http://usaonwatch.org/>.
4. National Neighborhood Watch Institute at <http://www.nnwi.org/>.
5. Crime Prevention Resources at <http://www.crimeprevent.com/>.
6. Texas Crime Prevention Association at <http://tcpa.org/>.
7. National Crime Prevention Council at <http://www.ncpc.org/>.

Books:

1. American Crime Prevention Institute. *The Law Enforcement Officer's Complete Crime Prevention Manual*. American Crime Prevention Institute, Goshen, KY: 2012.
2. American Crime Prevention Institute. *The Complete Commercial and Retail Crime Prevention Manual, A Comprehensive Resource Guide for Crime Prevention Officers and Specialists*. American Crime Prevention Institute, Goshen, KY: 2016.
3. Fennelly, Lawrence J. *Handbook of Loss Prevention and Crime Prevention*, Fifth Edition. Butterworth-Heinemann, Waltham, MA: 2012.
4. Monson, Thomas N. Mons, Sours, David Sours, and Fletcher, Don E. *Community Watch Administration Manual, Third Edition*. Crime Prevention Resources, Medford, OR: 2003.

Acknowledgements

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Corporal Dan Griffith, Pflugerville Police Department

Deputy Sheriff Wayne Wood, Bastrop County Sheriff's Office Crime Prevention

Deputy Sheriff James Kitchens, Coryell County Sheriff's Office

Deputy Sheriff Vincente Galloway, Travis County Sheriff's Office

Deputy Sheriff Zainab Banks, Travis County Sheriff's Office

Officer Kristi Hosea, Texas A&M Police Department

The Hays County Sheriff's Office

The Travis County Sheriff's Office

The Austin Police Department