

# CAAT :: "Top 5 Stolen Vehicles" Tip Cards

## Project Report

September 27, 2017

### OVERVIEW

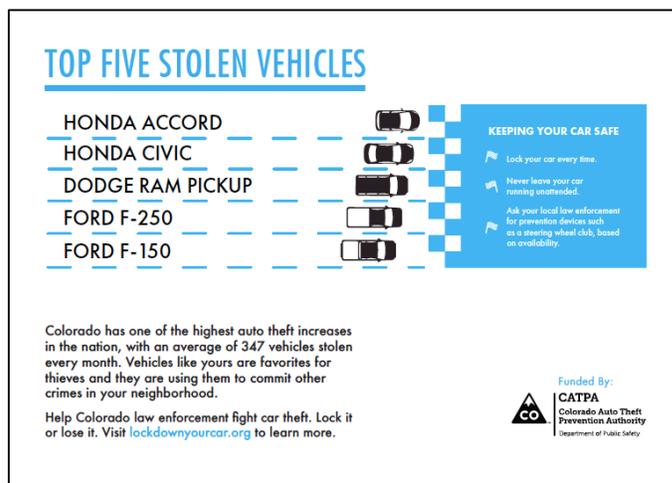
Coloradans Against Auto Theft (CAAT) has partnered with law enforcement to create a new tip card for distribution, focusing on the top five stolen vehicles in Colorado. The goal of this project is to educate car owners on the most frequently stolen vehicles and provide tips to reduce observable risk behaviors. This piece also educates the public on the rising auto theft rate in the state and its effect on the community.

A pilot program with District 1 of the Denver Police Department (DPD) was completed by mailing postcards to 459 owners of the top five stolen vehicles. As part of this highly-targeted execution, owners were identified through a mailing list secured from the DMV. CAAT met with DPD to discuss strategy and share thoughts on the most effective means of contacting vulnerable car owners and enacting behavior change. Costs for this project were split between CAAT and DPD, with CAAT coordinating the creative development of the mailer and DPD funding production costs.

FRONT



BACK



## FUTURE OPPORTUNITIES

Great news! The new tip cards are now available to your organization and will supplement the existing hot spot map tip cards, expanding law enforcement collateral for community engagement. CAAT strives for support task force engagement as a way to integrate auto theft prevention efforts across the state and improve the effectiveness of community education.

Here are three ways the tip cards can be utilized:

### 1) Handouts

The 5"x7" tip cards – shown above – can be utilized by law enforcement as handouts, and can be picked up at the CATPA office.

### 2) Direct Mail w/ Envelope

To mail the handout as part of a targeted execution, such as DPD-District 1's pilot program, the handouts can be inserted into envelopes and distributed to a mailing list.

### 3) Direct Mail Postcards

To mail as postcards, your organization can partner with Amélie Company – CAAT's marketing agency – to produce this card with a mailing panel. All additional fees must be covered by your organization, including: agency time, printing and mailing.

If you are interested in mailing the tip card as a postcard, please contact Katelyn Aberle at [katelyn@ameliecompany.com](mailto:katelyn@ameliecompany.com) for more information.

