FORENSICS TTA PROGRAM

PLANNING A MISSING PERSONS DAY

Bringing communities, families, and agencies together to create hope and help find answers.

1



NAME THE EVENT

Choose a clear, community-friendly name. Keep it simple, recognizable, and easy to promote. Examples: "Find California Missing," "Missing in Arizona," and "DeKalb County Missing Person and DNA Event."

2



CHOOSE AN ACCESSIBLE VENUE

Select a central, accessible location with convenient public transportation and adequate parking. Consider joining an established community event, such as a 5K race, farmer's market, or county fair, to increase visibility and attendance. Explore rotating the event location throughout the city or state to broaden access and reduce transportation barriers.

3



SET THE DATE & TIME

Choose a date and time that work for the community. Weekends often make attendance easier for families, agency partners, and volunteers.

4



BUILD THE EVENT TEAM

Identify staff, volunteers, and partner organizations to support the event. Consider National Crime Information Center (NCIC) administrators for querying case information, missing persons detectives to take new reports or update existing reports, chaplains for emotional support, the National Center for Missing & Exploited Children (NCMEC) for agency resources, the National Missing and Unidentified Persons System (NamUs) for entering cases into the database, advocacy groups for assistance outside of law enforcement, forensic professionals for DNA collection efforts, and other community or investigative partners for additional community-specific needs.

5



COORDINATE WITH YOUR PIO

Work with your Public Information Office (PIO) or similar designee to promote the event through news media, social media, agency channels, and community partners several months prior to the event. Use multiple, consistent promotional efforts leading up to the event to maintain awareness, reach individuals who may have missed earlier announcements, and encourage attendance. Consider inviting media to attend. Prepare regional missing person or unidentified person case posters to highlight cases in the area.

6



COORDINATE WITH LOCAL AGENCIES

Coordinate with local agencies to support families reporting a missing person for the first time at the event. Encourage agencies to also invite families of active and cold missing person cases who may benefit from participating by meeting with detectives; sharing case updates; and providing DNA reference samples, photographs, medical information, dental records, or other identifying information that may assist with case resolution.

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