

Sample “Letter to the Editor”

Hats off to Missouri credit unions and banks

Robberies at credit unions and banks are on the rise. Nationally, financial institution robberies increased by 19 percent in 2001. In Missouri, these robberies rose nearly 28 percent from 2001 - 2002.

Now, Missouri credit unions and banks are fighting back. On May 20, these financial institutions are kicking off a “No Hats, No Hoods, No Sunglasses” dress code inside credit unions and banks around the state. This simple deterrent allows criminals to be more easily identified. If law enforcement agencies can identify these criminals, they can catch them.

The program works. In Massachusetts, robberies decreased 15 percent since adopting the dress code policy. In southwest Missouri, a pilot program at more than 100 credit union and bank locations has been very successful.

By simply removing hats, caps, hoods, and sunglasses before coming inside a credit union or bank, consumers will help deter crime. It’s that simple. Anyone wearing these items will stand out and be noticed. And most criminals want to avoid notice.

This simple program will help cut down on robberies, fraud and identity theft. It will also help in the ongoing war against terrorism. By reducing the time law enforcement agencies must devote to these types of crimes, more effort can be spent on terrorism concerns and investigations.

So, hats off to Missouri credit unions and banks. They want their employees and consumers to be safe. Most importantly, they want criminals to know that anyone who commits a crime in a Missouri credit union or bank will be caught – and pay the price.