

15 Ways to Bring Awareness to Local Unsolved Cases

1. Create and post flyers

- You don't have to be creative or a graphic designer to make a flyer. There are all kinds of websites that offer free template for various platforms
- Make sure you include a photo, name, date of birth, sex or gender, race, eye color, hair color, height, weight, last wearing, location last seen, any identifying characteristics i.e. scars, tattoos, and a number of the agency investigating the case
- Ask permission to post them in coffee shops, libraries, laundromats, grocery stores, gyms, and campus bulletin boards

2. Partner with local businesses – become partners in unsolved cases.

- Ask if they'll keep a flyer near the register, and change them out every month, if there are numerous cases in your area
- Ask if they'll share the case on their social media pages

3. Use community Facebook groups & Nextdoor

- Post case summaries in neighborhood groups, and local FB groups
- Re-share on anniversaries and key dates (those matter)

4. Write a letter or email to local media

- Small-town newspapers, radio stations, and local TV love community-driven stories
- Pitch it as "Why this case still matters"

5. Host or attend a vigil or remembrance walk

- Even a small gathering draws attention and creates visual media
- Provide candles, photos, and signs for those in attendance

6. Submit public records requests

- Encourage transparency by requesting case logs, 911 calls, or press records. This will keep it in the mind of law enforcement.

7. Talk to city council members or county commissioners

- Ask them to publicly acknowledge the case
- Get it mentioned in meetings or local agendas

8. Create a simple social media series

- Make one post per week highlighting facts, timelines, or unanswered questions
- Consistency is the key in keeping the case in the forefront of people's minds

9. Reach out to true crime creators

- Podcasters, YouTubers, bloggers—especially smaller ones—are often willing to help
- Provide clean, organized info to make it easy for creators to make a video or podcast

10. Organize a community info night and highlight local cases

- Host it at a library or community center
- Invite a journalist, advocate, or retired investigator if possible

11. Contact victim advocacy organizations

- They can help amplify cases that aren't getting attention
- Some offer guidance on ethical awareness campaigns

12. Mark anniversaries intentionally

- Post, gather, write letters, or share a moment of silence
- Silence helps cases fade; ritual keeps them visible

13. Encourage tip submissions

- Remind people that tips can be anonymous
- Emphasize that "small details" still matter

14. Create a QR code – there are many free QR code creators online

- Link it to a case summary, podcast, YT video, tip line, or memorial page
- Add it to flyers, posters, and social posts

15. Join a local volunteer search group.

- If there isn't one, talk to your local law enforcement about starting one.
- If you'd rather not be so hands on or are physically limited to assist in searches, there are other ways to volunteer. Create grid maps, or organize documentation and schedules for the searches, and reach out to local grocery stores to ask if they would donate water and snacks for the volunteers during the searches