



# SAFEGUARD Recruiting

## SAFEGUARD Recruiting Case Study

Law Enforcement continues to be plagued with the dangerous phenomenon that agencies are unable to effectively recruit personnel. Utilizing cutting edge technology and a team of former law enforcement professionals, SAFEGUARD Recruiting continues to assist organizations in filling their open positions in a timely manner.

Our latest success involved a sheriff's department that needed to fill multiple openings within the agency. The openings ranged from crossing guards to patrol deputies. They had been dedicating funding to various other recruiting campaigns without success.

**They launched a starter campaign with SAFEGUARD Recruiting, dedicating \$900 per month to the initiative.** The below results are from May 2023.

Campaign Cost	Candidate Leads	Cost Per Lead
\$900	222	\$4.05

***"We tried all the traditional recruiting methods including sponsoring posts on job boards and got nothing. As soon as our SAFEGUARD Campaign went live, the candidates started rolling in."***



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## Sample C Report



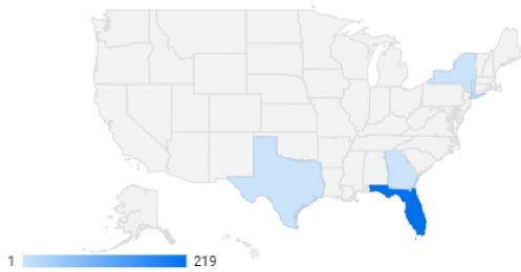
Month 1 Campaign  
**\$900**

Record Count  
**222**

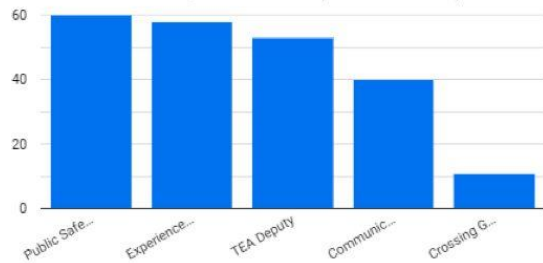
Month 1 Cost Per Lead  
**\$4.05**

**Looking for:**  
 - Detention Deputies  
 - Communication Specialists  
 - Public Safety  
 Telecommunicator  
 - Crossing Guard

**Leads by State (this month)**



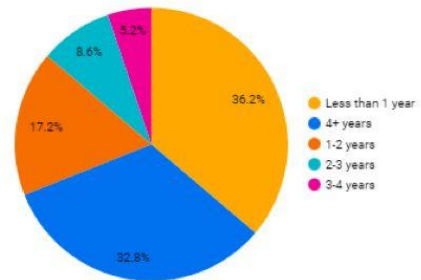
**Leads by Position (this month)**



**Budget Allocation Breakdown**

Position	Spend	Cost Per Lead
Experienced Deputies	\$533	\$9.19
CS	\$125	\$3.21
Entry Deputies	\$100	\$1.96
PST	\$75	\$1.34
Crossing Guard	\$67	\$7.44

**Experience Deputy Breakdown**



CS - Communication Specialist, PST - Public Safety Telecommunicator, CG - Crossing Guard

## WHAT IS YOUR SAFETY WORTH?

*SAFEGUARD Recruiting produces real results each and every time. Rather than focusing on “clicks” to your website, we actually go find candidates and bring them directly to you at a minimal cost compared to traditional marketing companies. We are owned and operated by former law enforcement professionals, and we are committed to bringing qualified applicants to your agency and community.*

**“SAFEGUARD Recruiting is the answer to today’s recruiting problems and will ensure that communities remain safe.”**

*Travis Yates, Author: “The Courageous Police Leader”*

## PARTNER WITH US TODAY

*Contact SAFEGUARD Recruiting Today and Let Us Work for You to Ensure That You Can Continue to Serve Your Communities at Full Capacity.*



[www.SAFEGUARDRECRUITING.com](http://www.SAFEGUARDRECRUITING.com)

