

## **I. Toolkit 1 – Educational Institutions – In State**

### **I. Email – Individuals in Law Enforcement Training Pipeline**

SUBJECT LINE: \$5,000 Bonus Available to Florida Law Enforcement Recruits

*[Insert Greeting],*

*Under Governor DeSantis' bold leadership, Florida is a law-and-order state. Florida backs the blue, prioritizing policies and legislation that protect the men and women in uniform that make incredible sacrifices to keep our communities safe.*

*\$5,000 bonuses are available to Florida law enforcement recruits through the Florida Law Enforcement Recruitment Bonus Payment Program, the strongest law enforcement support initiative in the nation.*

*The first of its kind program awards a one-time bonus payment of \$5,000 after taxes to each newly employed officer within the state. There is \$20 million available through the program, which is expected to incentivize quality candidates to join Florida law enforcement agencies in protecting and serving their local communities.*

*This initiative is a testament to Florida's strong and long-standing support of law enforcement officers. Men and women who join this rewarding career can rest assured their service and sacrifice is appreciated and rewarded.*

*Some additional benefits of becoming a Florida law enforcement officer include financial stability, upward mobility, excellent health and retirement benefits, and student loan forgiveness programs.*

*To learn more about the program and how you can earn a \$5,000 bonus, visit [www.FloridaJobs.org/Recognition-and-Recruitment](http://www.FloridaJobs.org/Recognition-and-Recruitment).*

### **II. Email – Individuals Not in Law Enforcement Training Pipeline (In related programs)**

SUBJECT LINE: \$5,000 Bonus Available to Florida Law Enforcement Recruits

*[Insert Greeting],*

*Under Governor DeSantis' bold leadership, Florida is a law-and-order state. Florida backs the blue, prioritizing policies and legislation that protect the men*

*and women in uniform that make incredible sacrifices to keep our communities safe.*

*Florida's law and order policies and strong support of law enforcement makes being a law enforcement officer in Florida more rewarding now than ever before—there is no better time to give back to your community in the state that backs the blue.*

*\$5,000 bonuses are now available to Florida law enforcement recruits through the Florida Law Enforcement Recruitment Bonus Payment Program, there the strongest law enforcement support initiative in the nation.*

*The first of its kind program awards a one-time bonus payment of \$5,000 after taxes to each newly employed officer within the state. Men and women who join this rewarding career can rest assured their service and sacrifice is appreciated and rewarded.*

*Some additional benefits of becoming a Florida law enforcement officer include financial stability, upward mobility, excellent health and retirement benefits, student loan forgiveness programs, home loan programs and more.*

*To learn more about the program and how you can earn a \$5,000 bonus, visit [www.FloridaJobs.org/Recognition-and-Recruitment](http://www.FloridaJobs.org/Recognition-and-Recruitment).*

### **III. Social Media – Individuals in Law Enforcement Training Pipeline**

**Audience:** Potential law enforcement recruits reached via social media platforms of educational institutions.

**Purpose:** Call to action for eligible individuals to apply seek law enforcement careers in Florida.

a. Caption options:

- i. Protect and serve in your community in the state that has your back and receive a \$5,000 bonus through the Florida Law Enforcement Recruitment Bonus Payment Program. #FloridaBacksTheBlue #LawAndOrderInFL Learn more here:
- ii. Considering a career in law enforcement? Become a #FloridaLEO in a law and order state that offers unmatched benefits and earn a \$ 5,000 bonus through Florida's Law Enforcement Recruitment Bonus Payment Program. #FloridaBacksTheBlue #LawAndOrderInFL Learn more here:

b. Graphic options- In pipeline:

# FLORIDA HAS YOUR BACK

## BENEFITS FOR EVERY LAW ENFORCEMENT PROFESSIONAL:

- ✓ 5,000 SIGNING BONUS
- ✓ SUPPORTIVE LEADERSHIP
- ✓ COMPETITIVE SALARY
- ✓ RELOCATION TRAINING STIPEND
- ✓ NATION-LEADING ECONOMY
- ✓ EDUCATIONAL OPPORTUNITIES
- ✓ ADOPTION BENEFITS
- ✓ FREEDOM FIRST POLICIES

LEARN MORE AT [WWW.FLORIDAJOBS.ORG/RECOGNITION-AND-RECRUITMENT](http://WWW.FLORIDAJOBS.ORG/RECOGNITION-AND-RECRUITMENT)

Are you interested in a fulfilling career  
in law enforcement?

**YOU CAN EARN  
A \$5,000 BONUS**

Through the Florida Law Enforcement  
Recruitment Bonus Payment Program

**Florida is hiring.**  
**WE BACK THE BLUE.**

[www.FloridaJobs.org/Recognition-and-Recruitment](http://www.FloridaJobs.org/Recognition-and-Recruitment)



#### **IV. Social Media – Individuals Not in Law Enforcement Training Pipeline (Related programs)**

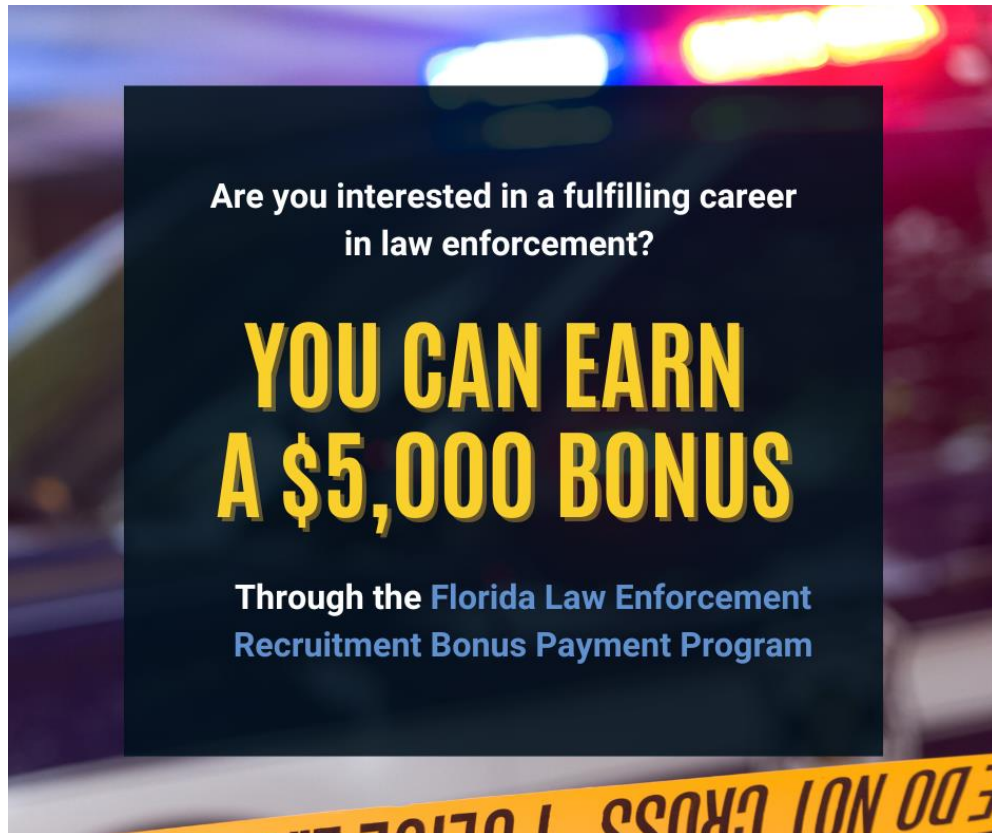
- a. Caption options
  - i. What's your post-grad plan? Consider a rewarding career in law enforcement in the state that backs the blue and earn a \$5,000 bonus through Florida's Law Enforcement Recruitment Bonus Payment Program. #FloridaBacksTheBlue #LawAndOrderInFL Learn more here:
  - ii. Use your criminal justice degree for good: join a rewarding career in Florida law enforcement and earn a \$5,000 bonus through Florida's Law Enforcement Recruitment Bonus Payment Program. #FloridaBacksTheBlue #LawAndOrderInFL Learn more here:
- b. Graphic options:

**Florida is hiring.**  
**WE BACK THE BLUE.**

[www.FloridaJobs.org/Recognition-and-Recruitment](http://www.FloridaJobs.org/Recognition-and-Recruitment)







## V. Newsletter

### **\$5,000 Bonuses Available for Florida Law Enforcement Recruits**

*Under Governor DeSantis' bold leadership, Florida is a law-and-order state. Florida backs the blue, prioritizing policies and legislation that protect the men and women in uniform that make incredible sacrifices to keep our communities safe.*

*Following Florida's 2022 legislative session, Governor DeSantis signed House Bill 3, which includes the creation of the Florida Law Enforcement Recruitment Bonus Payment Program, the strongest law enforcement support initiative in the nation.*

*The first of its kind program awards a one-time bonus payment of \$5,000 after taxes to each newly employed officer within the state. There is \$20 million available through the program, which is expected to incentivize quality candidates to join Florida law enforcement agencies in protecting and serving their local communities.*

*The distinct honor of becoming a Florida law enforcement officer provides access to meaningful opportunities for growth and development—Despite national economic trends, Florida continues to outpace the nation with strong job growth and a steady economy. Additional benefits of becoming a Florida law enforcement officer include financial stability, upward mobility, excellent health and retirement benefits, student loan forgiveness programs, home loan programs, and more.*

*To learn more about the Florida Law Enforcement Recruitment Bonus Payment Program and how you can earn a \$5,000 bonus, visit [www.FloridaJobs.org/Recognition-and-Recruitment](http://www.FloridaJobs.org/Recognition-and-Recruitment).*

## II. Toolkit 2 – Educational Institutions – Out-of-State

### I. Email to Educational Programs – Intro to Toolkit

*Subject Line:* Florida Law Enforcement Recruitment Bonus Toolkit

Good morning/afternoon,

With the launch of the Florida's Law Enforcement Recruitment Bonus Payment Program, the Florida Department of Economic Opportunity (DEO) is excited to partner with educational institutions to reach higher education students in criminal justice-related majors and connect them with an exciting opportunity for growth and development—a career in Florida law enforcement.

We appreciate your partnership in this effort and have included a toolkit to assist you as you engage your members and subscribers.

The toolkit includes:

- A draft email to students introducing the program and highlighting its benefits.
- Social media posts to leverage contact lists and social media subscribers and followers.
- A newsletter article for local organizations, boards, and institutions highlighting the program to leverage newsletter subscribers.
- A flyer for the Hometown Heroes Program, a home down payment assistance program for first responders and veterans that provides down payment and closing cost assistance.

The toolkit documents are posted on our website for your convenience and are updated as needed with new information.

With your help, we look forward to welcoming talented young professionals to the law enforcement profession in Florida, where they will be supported, appreciated, and rewarded for their hard work and sacrifices.



## II. Email –

SUBJECT LINE: \$5,000 Bonus Available to Florida Law Enforcement Recruits

*[Insert Greeting],*

*Florida is welcoming criminal justice graduates and graduates in related fields to join a rewarding career in law enforcement. This exciting opportunity opens the door to a career of fulfilling work, personal development, and financial stability.*

*Under Governor DeSantis' bold leadership, Florida is a law-and-order state. Florida backs the blue, prioritizing policies and legislation that protect the men and women in uniform that make incredible sacrifices to keep our communities safe.*

*The state of Florida recently launched the Florida Law Enforcement Recruitment Bonus Payment Program, the strongest law enforcement support initiative in the nation. The first of its kind program awards a one-time bonus payment of \$5,000 after taxes to each newly employed officer within the state.*

*In addition to a \$5000 recruitment bonus, benefits of becoming a Florida law enforcement officers include financial stability, upward mobility, excellent health and retirement benefits, student loan forgiveness programs, home loan programs, and more.*

*To learn more about the Florida Law Enforcement Recruitment Bonus Payment Program and how you can earn a \$5,000 bonus, visit [www.FloridaJobs.org/Recognition-and-Recruitment](http://www.FloridaJobs.org/Recognition-and-Recruitment).*

## III. Social Media

**Audience:** Potential law enforcement recruits reached by leveraging education institutions' contacts.

**Purpose:** Call to action for eligible individuals to apply seek law enforcement careers in Florida.

c. Caption options:

- i. Protect and serve in the state that has your back and receive a \$5,000 bonus through the Florida Law Enforcement Recruitment Bonus Payment Program. #FloridaBacksTheBlue #LawAndOrderInFL Learn more here:
- ii. Considering a career in law enforcement? Become a #FloridaLEO in a law and order state that offers unmatched benefits and earn a \$ 5,000 bonus through Florida's Law Enforcement Recruitment Bonus

Payment Program. #FloridaBacksTheBlue #LawAndOrderInFL  
Learn more here:

iii. What's your post-grad plan? Consider a rewarding career in law enforcement in the state that backs the blue and earn a \$5,000 bonus through Florida's Law Enforcement Recruitment Bonus Payment Program. #FloridaBacksTheBlue #LawAndOrderInFL  
Learn more here:

iv. Use your criminal justice degree for good: join a rewarding career in Florida law enforcement and earn a \$5,000 bonus through Florida's Law Enforcement Recruitment Bonus Payment Program.  
#FloridaBacksTheBlue #LawAndOrderInFL Learn more here:

v.

d. Graphic options:

**FLORIDA  
IS HIRING**

**LAW ENFORCEMENT  
PROFESSIONALS**

Benefits of becoming a Florida law enforcement officer include:

- ✓ STUDENT LOAN FORGIVENESS PROGRAMS
- ✓ FINANCIAL STABILITY
- ✓ UPWARD MOBILITY
- ✓ EXCELLENT HEALTH AND RETIREMENT BENEFITS

**ARE YOU INTERESTED IN A FULFILLING CAREER  
IN LAW ENFORCEMENT?**

**CHOOSE  FLORIDA**

- ✓ \$5,000 BONUS FOR LAW ENFORCEMENT
- ✓ LAW AND ORDER STATE
- ✓ COMPETITIVE SALARY
- ✓ RELOCATION TRAINING STIPEND

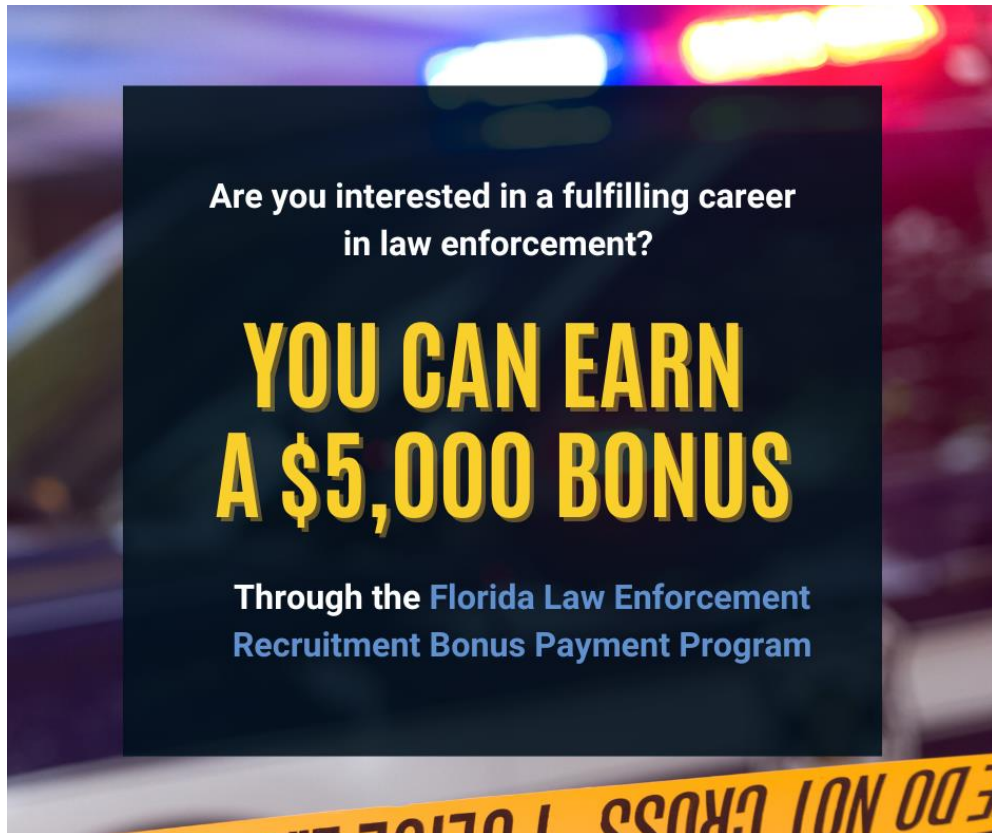
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YOUR BACK**

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#### **IV. Newsletter**

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