

Resource Guide

Developing Your Campaign: Partnerships and Strategies



National Crime Victims' Rights Week (NCVRW) is an annual observance to bring communities together and educate the public about victims' rights, protections, and services. It is also about recognizing organizations that have been fighting for victims' rights for decades, forging new partnerships to address current problems, and strengthening existing partnerships.

Collaboration between victim service providers, criminal justice professionals, and other allied professionals has been integral to this movement. In addition, strong partnerships create opportunities to organize events, such as awareness days, educational presentations, and other activities, to honor victims, survivors, their families, and your community.

This section is designed to help you share this message of hope and encouragement with victims and the broader community. The following resources can inform and strengthen your networking and outreach for NCVRW and throughout the year.

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Sample Proclamation

National Crime Victims' Rights Week (NCVRW) ceremonies often include proclamations from public officials—governors, mayors, or county council presidents—to inspire the community, raise awareness of victims' rights, and address unmet needs. Officials may hold public signings of these proclamations and invite sponsoring agencies and the local media to attend. Increase the likelihood that officials will issue a proclamation by providing them with a sample. They will appreciate having an example to guide their own proclamations and public statements. Contact your officials well in advance of NCVRW to invite them to speak at your ceremony or to issue an NCVRW proclamation.

-
- Whereas the term “victim” is more than just a label and has legal standing and protections that go along with it;
- Whereas crime victims' rights acts passed here in *[state name]* and at the federal level guarantee victims the right to meaningfully participate and use their voice in the criminal justice process;
- Whereas victim service providers, advocates, law enforcement officers, attorneys, and other allied professionals can help survivors find their justice by enforcing these rights;
- Whereas the right to provide an impact statement ensures that victims' voices are considered in court during the sentencing and, when applicable, restitution processes;
- Whereas including and elevating the voices of survivors makes certain they are heard and seen and creates a path to forging and sustaining community trust;
- Whereas engaging survivors creates responses and services that are credible, meaningful, and centered on individual needs;
- Whereas survivors' lived experience can serve as a catalyst for implementing innovative programs, shifting existing programs in new directions, and changing policies or practices that prevent survivors from accessing services or pursuing justice;
- Whereas National Crime Victims' Rights Week provides an opportunity to recommit to listening to crime survivors in every space where decisions are made that could impact them; and
- Whereas *[your organization]* is hereby dedicated to amplifying the voices of survivors and creating an environment where survivors have the confidence that they will be heard, believed, and supported.

Now, therefore, I, as *[Governor/County Executive/Mayor, Other Title]* of _____
[City/County/Parish/Tribe/State], do hereby proclaim the week of April 23–29, 2023, as

Crime Victims' Rights Week

reaffirming this *[City/County/Parish/Tribe/State's]* commitment to creating a victim service and criminal justice response that assists all victims of crime during Crime Victims' Rights Week and throughout the year; and expressing our sincere gratitude and appreciation for those community members, victim service providers, and criminal justice professionals who are committed to improving our response to all victims of crime so that they may find relevant assistance, support, justice, and peace.

_____ *[Signature]* _____ *[Date]*

Survivor Voices: Elevate. Engage. Effect Change.



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Survivor Voices: Notable Quotables

A key goal of NCVRW is to inspire and motivate your community to support victims' rights. Your speeches, announcements, and presentations may benefit from including a few powerful quotations to underscore this message of collective support. The quotations compiled here build on the 2023 NCVRW theme. Bear in mind that quotes are most effective when the quoted figure is one of recognized authority. A short descriptive phrase may be necessary to establish that authority (musician and songwriter Morgan Harper Nichols said...).

Elevate.

"Give voice to what you know to be true, and do not be afraid of being disliked or exiled. I think that's the hard work of standing up for what you see."

— V: Formerly Eve Ensler

"When the whole world is silent, even one voice becomes powerful."

— Malala Yousafzai

"The ones who have a voice must speak for those who are voiceless."

— Óscar Arnulfo Romero y Galdámez

"Tell the story of the mountain you climbed. Your words could become a page in someone else's survival guide."

— Morgan Harper Nichols

Engage.

"It took me quite a long time to develop a voice, and now that I have it, I am not going to be silent."

— Madeleine Albright

"Nothing that I can do or say will change the structure of the universe. But maybe, by raising my voice, I can help the greatest of all causes — good will among men and peace on earth."

— Albert Einstein

"Survivors need a seat at the table to be seen and heard."

— Carole Bernard

Effect Change.

"Nothing can stand in the way of the power of millions of voices calling for change."

— Barack Obama

"You're not a victim for sharing your story. You are a survivor setting the world on fire with your truth. And you never know who needs your light, your warmth and raging courage."

— Alex Elle

"We must continue to provide concrete paths to resources and advocate for policy change, so survivors know that their voices will be heard and acknowledged."

— Katie Ray-Jones



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Presentation Tips

Presentations are unique opportunities to educate your community about victims' rights and services during NCVRW. Civic groups, schools, or businesses may ask you to speak to their members or other audiences about challenges faced by victims and what individuals in the community can do to help. Appeal to your audience by choosing issues that directly affect their local community or by focusing on special services that are available to crime victims in their area.

Getting started on a presentation can be daunting. You may find it helpful to break down the project into smaller tasks, and dive in wherever you're most motivated. Or start by speaking with your colleagues and researching nearby media outlets for local crime trends. You can also check the FBI's Uniform Crime Reporting *Crimes in the United States* reports at www.fbi.gov/services/cjis/ucr to see if your local area is included; or refer to the Statistical Analysis Center map at www.jrsa.org/sac to review any state or local data that may have been published. The Bureau of Justice Statistics' reports, *Criminal Victimization, 2020* and *Services for Crime Victims, 2019*, also provide crime victim data that can inspire the focus of your presentation.

The following presentation tips can help you clarify your goals, tailor your message to your audience, and choose the best approach. This section also includes a PowerPoint template featuring the 2023 NCVRW theme and artwork for you to customize. Before you know it, you'll have crafted an inspiring presentation that will educate and motivate your audience.

Preparing for Your Presentation

Audience

The success of your presentation depends on your ability to engage your audience. When you are invited to speak, find out—

1. **Why have you been asked to speak**, and what is the goal of your presentation?
2. **Who is your audience?**



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3. **What do they want or need to know** about crime and victimization? Which issues concern them the most?
4. **How can you help them** be more responsive and better support victims in their community?

Appeal to your audience by choosing issues that directly affect their local community or by focusing on special services that are available to crime victims in their area. For a student audience, think about the different crimes that might affect their lives, such as dating violence, bullying, or gun violence. For healthcare providers, think of crime-related injuries or signs of domestic violence or elder abuse that patients may present with at their clinic or hospital. For the business community, think about crimes that can impact business operations, such as fraud, identity theft, human trafficking, or the intersection of workplace violence with intimate partner violence and stalking. Consider the gaps in services and what your community can do to improve its response to victims. Demonstrate to your audience why crime victims' rights should matter to them.

Message

Determine the overall message of your presentation based on your audience and the topics you've been asked to address. What do you want your audience to take away from the presentation? Decide on your theme before you begin outlining, writing, or preparing. Think about how your theme relates to this year's theme for NCVRW—*Survivor voices. Elevate. Engage. Effect Change.*—as well as the invitation to speak. Choose a presentation title that captures your main idea, and refer to your theme in the beginning, body, and conclusion of your talk.

Presentation Roadmap

Plan how you will organize the overall structure of the presentation. How will you start and end your remarks? Focus your message and weave these ideas into a narrative that is meaningful to your audience.

1. Opening: Grab your audience's attention.

- Tell a short, compelling story about a crime in your community, emphasizing the victim's experience.
 - » Cite a surprising and impactful statistic.
 - » Ask your audience to guess the facts about a specific crime (e.g., the number of times a particular crime happens annually in the community).
 - » Relate your story or statistics back to your main message (e.g., some crime victim populations face additional barriers to reporting, or nontraditional partners are essential to the crime victims' movement).

2. Body: Build your presentation around three supporting ideas, placed in a logical pattern that leads to a clear conclusion. Your topic will determine your pattern. The following are some typical idea development structures:¹

- **Chronological** (past, present, future)
- **Sequential** (a step-by-step process, e.g., for project rollout)
- **Climactic** (least to most important)
- **Problem/solution** (problem, solution, and benefits)
- **Compare/contrast** (similarities and differences of specific factors)
- **Cause and effect** (causes and results of specific situations)
- **Advantage/disadvantage** (good or bad sides of an issue)

Once you have decided how to structure your presentation, write down supporting ideas and evidence, illustrations, or stories to support your main message.

3. Conclusion: Re-state your theme and main points. Ask the audience to take specific action such as liking your organization's Facebook page, signing up for communications, or donating to a fundraising event or campaign for victims of a specific crime, such as a mass casualty event.

¹Nancy Duarte, *Resonate: Present Visual Stories That Transform Audiences*, (Hoboken, NJ: John Wiley & Sons, 2010), 129.

Method

Regardless of how you share your information (e.g., PowerPoint, poster, webinar, interactive activity), remember to engage your audience by periodically asking them to break into small discussion groups and allowing time for questions throughout the presentation or at the end. Practice your presentation until you feel comfortable. Know how long it takes to deliver and adjust your talking points to meet the time requirements of the presentation. If you choose PowerPoint or another similar software, public speaking experts suggest the following guidelines for preparing effective slides:

- **Design:** Choose a simple, uncluttered design and solid colors. Use the same design on every slide. Use dark text on light backgrounds.
 - » **Bullets:** Limit yourself to six bullets per slide, and no more than eight words per bullet.
 - » **Font:** Use sans-serif fonts (e.g., Arial, Verdana) for readability. Avoid using all uppercase letters, except for titles, and use italics sparingly.
 - » **Font size:** Use at least 24-point type.
 - » **Graphics, charts, and photos:** Use simple graphics and photos that are visible to the audience. (The 2023 NCVRW theme artwork is available to use, as well as the 2023 NCVRW PowerPoint template.)
- **Animation:** Limit the use of animation and sound effects.
- **Video:** Use video sparingly, and only to support the theme; embed your videos into PowerPoint rather than stream them from the Internet.
- **Spelling and grammar:** Use spell-check and proofread your slides several times.
- **Preview:** Preview the presentation in its entirety before delivering.

Never read your slides verbatim but use them as a guide. As you rehearse, track how long it takes you to go through all the slides, and then edit them accordingly.

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Communicating Effectively

Public speaking makes everyone a bit nervous. Practice lessening your anxieties by preparing carefully and concentrating on the audience when you speak. Your goal is to tell a story about a problem and let your audience know how they can help solve it. Remember, you are an expert in what you are presenting. The following suggestions will help your presentation go smoothly:

1. Speak in a positive, warm tone.
2. Smile and make eye contact with the audience.
3. Avoid repetitive or distracting physical mannerisms and gestures.
4. Set expectations by telling the audience whether you would like them to ask questions throughout the presentation or at the end. Let them know if they may share details of the presentation on social media.
5. Practice, practice, practice.

Prepare the Room

On the day of your presentation, arrive 30 to 45 minutes early to check in with the host, test the equipment, and arrange the room to suit your needs. It may be helpful to ask someone to help you test the volume of your voice. Always have two ways to access your presentation, such as an accessible email account, removable drive, or hardcopy.

Sample PowerPoint Template

Accompanying this section is a sample PowerPoint template featuring the 2023 NCVRW theme and design. Use the template to prepare and customize your own NCVRW PowerPoint presentations. Images of the master title and content slides appear on this page. The PowerPoint file is available for download on the NCVRW website, www.ovc.ojp.gov/ncvrw2023, along with a range of other theme artwork files.

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Presentation Title
Presentation Subtitle

Your Name
Your Organization
Name of Event
Date

National Crime Victims' Rights Week
April 23-29, 2023

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National Crime Victims' Rights Week
April 23-29, 2023



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Extend Your Reach Through Partnerships

The power of partnerships launched the crime victims' rights movement and the achievements we celebrate every year. Families of murdered children, survivors of human trafficking, and victims of sexual assault, drunk driving, domestic violence, and other crimes mobilized at the grassroots level joined forces to demand justice for victims of crime. The National Campaign for Victims' Rights, founded by these partners, led to President Ronald Reagan's reforms on behalf of crime victims, his declaration of the first NCVRW, and the creation of the Victims of Crime Act and the Crime Victims Fund, whose anniversary we celebrate during this time. Through our partnerships and community building, we have made history.

NCVRW offers an opportunity to renew and strengthen our partnerships, and to highlight the collaborative approaches that are integral to reaching all populations and connecting all victims with services. Through partnerships, organizations more effectively mobilize their experience, skills, messages, resources, and stakeholders to help plan a powerful NCVRW strategy. Partnerships with other organizations and allied professionals can dramatically boost the impact of your campaign.

Once your organization decides to participate in NCVRW events, identify potential partners within your community. Contact them right away and explore ways to partner for NCVRW. Ask businesses, civic organizations, faith communities, professional associations, and other partners to lend their skills, resources, and staff time to your NCVRW campaign. By joining forces, you will create a memorable campaign in your community and lay the foundation for future partnerships.

Step 1: Decide What You Are Looking for in a Partnership

Partnerships are valuable opportunities to support the professional development of organizations and individuals in your network, as well as to find creative solutions

to challenging problems and goals in your community. When building partnerships, consider the following:

- What skills does your organization have that you can share with others?
- What is your area of expertise and who could benefit from learning more about it?
- What expertise or skills is your organization missing?
- Who in your organization can play a leadership role in building this partnership?
- How will this effort contribute to or expand access and equitable services to victims of crime?

Step 2: Identify Potential Partners

It is important to recognize that, in addition to other victim service organizations, every business, sports team, community group, and law enforcement agency has the potential to be a valuable partner in raising awareness about NCVRW or other events. Some partnerships, like multidisciplinary teams, require ongoing interaction and collaboration throughout the year, while others serve as a resource or consultant for one another if they are unsure how to proceed in a particular situation. When building a new partnership, consider what will be helpful for the community, beneficial for the staff involved, and sustainable in the future. Here are a few suggestions on ways to create hope in your community now and in the future:

- **Expand your network.** Partnering with organizations that work with specific communities is an opportunity to learn about other cultures, understand the barriers faced by victims, implement trauma-informed practices, and improve the cultural sensitivity of your organization.
- **Build a multidisciplinary response team.** Multidisciplinary response teams often focus on victims of a particular type of crime, such as victims of sexual assault, victims with disabilities, or victims of child abuse. Team activities can include, but are

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not limited to, cooperative responses to emergency calls, meetings between partners to discuss recent cases, and joint decisions in the interests of children, older adults, and adults with cognitive disabilities.

- **Provide education about victims' rights and options.** NCVRW is an opportunity to educate your local community about the rights of crime victims. Hosting an information fair, fundraiser, school assembly, or other community event is a great way to build partnerships, increase the visibility of local victim service providers, and support greater understanding of victims' rights and options following a crime.
- **Raise awareness.** Local community centers and businesses often have space available for hanging posters, collecting donation items, and hosting events. These partnerships are important for developing lasting community engagement.

Step 3: Build Partnerships

Building a partnership takes patience, collaboration, communication, and organization. Each partner must be responsive and engaged in the partnership-building process. In addition, partners should work together to ensure that they all achieve their goals in a way that is victim-centered, culturally sensitive, and trauma-informed. Here are some things to consider:

- **Think about the people you serve:** Consider the services your organization provides to victims, as well as your organization's role and reputation in the community. How can they benefit from this partnership? How can your organization grow and learn as a result of this partnership?
- **Facilitate trust and respect between partners:** Building trust and respect between partners is essential to ensuring the partnership is productive, both partners are invested in the project, and transitions among staff members are smooth.

Community Partner Ideas

Allied Professionals

- Law Enforcement Professionals
- Prosecutors
- Institutional and Community Corrections Professionals
- Healthcare Professionals
- Mental Health Professionals
- Funeral Directors

Art and Cultural Organizations, Businesses, and Corporations

- Business and Professional Associations
- Fitness Clubs
- Grocery Stores and Restaurants
- Salons, Spas, and Barbershops
- Visitors' and Convention Bureaus

Civic Organizations

Colleges and Universities

Faith Communities

Government Agencies and Officials

- Agencies Serving Older Adults
- With Disabilities
- Community Liaison Offices
- Consumer Protection Agencies
- Libraries
- Public Officials
- Schools

Military Installations

Tribal Authorities

Victim Service Agencies

Workforce Training/Job-Search Centers

Youth-Serving Organizations



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During meetings, facilitate a space in which individuals can ask questions, raise concerns, and share ideas. Communication between each party must be reliable and consistent.

- **Establish clear expectations for the partnership:** Have a candid conversation at the beginning of the partnership about what each partner hopes to gain from the collaboration. Partnerships should be mutually beneficial, with responsibilities clearly delineated and shared among all parties. It is also important at the start of the partnership to define a common vision and a set of goals.
- **Engage in careful management of the partnership:** In many partnerships, designating a leader can support effective communication and help the team stay on schedule. However, this leader is not solely responsible for the outcome of the partnership.

Set ground rules and establish protocols. Provide formal and informal communication with the public and the media as appropriate and necessary.

- **Be strategic in implementing and evaluating partnership goals:** Have a strategy for your partnership. Strong and lasting partnerships are built on a foundation of shared values and interests. For each project you work on together, establish a timeline and plan for how you will implement and complete the project. It is also important to discuss how you will evaluate and measure the project's success.

Building partnerships takes time and energy. However, strategic partnerships can have a lasting impact on a community, your organization, and the victims you serve. Use this NCVRW to motivate, strengthen, and launch partnerships in your community.

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Ideas For Special Events

Each year, communities throughout the country develop a variety of creative ways to commemorate National Crime Victims' Rights Week.

From festivals to educational forums, art displays to tree plantings, marches to memorials to media outreach, diverse groups with a variety of experiences, knowledge, and skills create their own traditions to honor, engage, and advocate for victims. In anticipation of NCVRW, your organization can reach out to other local groups and coordinate events that honor crime victims and raise awareness of victims' issues within the community.

To support these efforts, the Office for Victims of Crime, in conjunction with the National Association of VOCA Assistance Administrators, offers funding assistance through its Community Awareness Projects initiative. Each year, funds are awarded to help communities create their own projects based on criteria including collaboration, innovation, community impact, media involvement, and experience with victims' issues. Over the past 15 years, the NCVRW Community Awareness Project has supported more than 1,100 community projects to raise public awareness about victims' rights and services. Within many of these communities, traditional NCVRW events were enhanced by collaborative partnerships .

As you plan your 2023 activities, be inspired by last year's projects and look for ways to honor the history of victim services and create hope for our future initiatives. (See <https://navaa.org/community-awareness-project> and join the NCVRW subscription list to receive information about 2023 funding opportunities.)

Advertising Campaigns

The Delaware Victims' Rights Task Force held at least one outside resource fair in each county during NCVRW. Outreach included promotional materials, 5K races, recognition events and survivors sharing their stories live online.

The Western Judicial Circuit District Attorney's Office in Georgia held two events, one in person and one online, with the centerpiece featuring victims and survivors of crime sharing their stories. Each event was supported by promotional campaigns that included newspaper and radio advertisements and Facebook ads. These efforts were supplemented by outreach efforts on Twitter and Facebook accounts and the email lists of supporting organizations.

St. Louis Circuit Attorney's Victim Services distributed magnets, cups, flyers, resource cards, and victims' rights information on the first weekday of NCVRW on the steps of City Hall. They also hosted a weeklong scavenger hunt to engage the public through education of victims' rights and services and promoted community involvement by encouraging participants to visit different neighborhoods through scavenger hunt stops. Each stop incorporated a photo opportunity with a NCVRW display.

The Fort Wayne, Indiana, Police Department's program enhanced the general public's awareness of victims' rights and services through ad campaigns using two digital billboards in Allen County, buses, custom coffee sleeves, local newspapers, an email blast through Fort Wayne Newspapers' 30,000 subscribers, printed materials, pizza boxes and business invoices, and T-shirts. They also hosted a candlelight vigil and portrait walls displaying images of homicide victims.

The Las Vegas Metropolitan Police Department implemented a multi-pronged advertising approach, in English and Spanish, to raise awareness of NCVRW, victims' rights and locally available resources. The effort included placing advertising panels and rack cards in bus shelters, targeted ads through Facebook and Instagram, and public service announcements on the digital marquees of casinos.



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Battered Families Services Inc. in New Mexico held eight different activities during NCVRW, including radio announcements, a theater ad for two weeks in April, and bus/transit rack cards with a QR code linking users to information about victims' rights, contact information, and resource information. In addition, an information booth was set up at five key locations to reach community members.

The North Dakota Department of Corrections and Rehabilitation Victims Services used a mass media advertising campaign to inform victims and the general public of the importance of NCVRW and share contact information for resources. Multiple large market radio stations promoted NCVRW with 15- or 30-second commercials multiple times a day; posts and advertisements ran on Facebook and other social media platforms; and email blasts were sent daily.

The Oregon Department of Justice Crime Victim and Survivor Services Division project centered on a poster communicating an important message to victims and survivors that was displayed in the public areas of 192 victim and survivor service agencies throughout the state. In addition, the project designed and electronically distributed language identification cards to all victim and survivor service agencies across the state to be printed and displayed at access points like front desks and entryways. The card allows survivors to easily identify their language needs and reminds agencies of their obligation to provide language access.

The South Carolina Department of Probation, Parole and Pardon Services program included small bottles of hand sanitizer displayed on counters in 60 restaurants, bakeries, pharmacies, YMCA locations, town halls, hair salons, grocery stores, and other businesses in 20 counties. Additionally, information cards were placed in grocery bags and boxes at food bank facilities in 10 counties.

The Child First Advocacy Center in Vermont printed information about victim resources on reusable grocery bags in an effort to reach a diverse range of people.

Multiple agencies within Brown County, Wisconsin, led by the Family Services of Northeast Wisconsin Sexual Assault Center, came together to showcase support for victims of crime within the community. Each agency conducted community outreach throughout the year through radio and television ads.

Art Displays, Video Screenings, and Cultural Events Award and Recognition Ceremonies

The Elmore County, Idaho, Domestic Violence Council hosted an art display that used silhouette cutouts to bring awareness to the effects the crime had on the survivors and the rights that the victim was denied and/or honored. That was augmented with a social media campaign and the distribution of magnets about local and national victim services by local businesses, offices, and service providers.

The Clothesline Project in Mississippi displayed shirts decorated by people affected by violence on a clothesline to be viewed by others as testimony to the problem of violence.

The Wynona's House Child Advocacy Center in New Jersey raised community awareness for victims' rights, access to services, and equity for victims through billboard ads, a poster campaign, an art project, and a gallery show. They also conducted two workshops on the Japanese art of Kintsugi, which consists of repairing and rebuilding broken pieces of ceramics with gold to be used in parallel with the journey experienced by crime victims. Following the workshops, the artwork was displayed at the ArtFront Gallery for a public exhibition at which information and resources for victim services were provided.

Community Awareness and Engagement Events Walks, Runs, Fairs, and Rallies

The YWCA Central Alabama promoted awareness and encouraged cooperation among community organizations through an awareness campaign that included a town hall, interactive virtual workshops, webinars, panel discussions, and participation in health fairs and community resource fairs. The YWCA leveraged its footprint in Jefferson, Blount, and St. Clair counties to launch a community awareness campaign for NCVRW.

The Sonoma County, California, Victim Services Division hosted a community fair and a virtual event to outline services available to victims. The workshops focused on serving victims of domestic violence, sexual assault, child abuse/trauma, elder abuse, identity theft, and hate crimes.

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The Kindred Kids Child Advocacy Center in Colorado used a 5K run/walk along a river as the foundation for a public awareness outreach campaign to increase general knowledge of the rights of victims and the services available to them. There was a proclamation and a ceremony at the beginning of the event to honor those that have been lost to violent crimes.

The Center for Family Justice Inc. of Connecticut organized a rotating exhibition and speaker panel event on themes that covered victim blaming and bystander effect. They hosted a speaker panel that addressed different types of victimization and a resource fair where visitors could engage with various organizations about their missions, services, and how they provide support to the community.

Credible Messengers of Florida hosted a “Love Up, Guns Down” community engagement event at the New Life Church in Pine Hills, an area just west of downtown Orlando. Pine Hills is a community of over 66,000 residents.

The Office of the Attorney General of Guam held a weeklong virtual fitness challenge to promote a fun and healthy way to engage with the community and to bring awareness to victims’ rights and resources. Educational information and materials, tote bags, victims’ rights cards, and resource directories were distributed to attendees at each event and during food truck fairs.

Legal Aid Society of Metropolitan Family Services in Chicago, the coordinating body of the Communities Partnering 4 Peace, focused on community efforts to provide violence reduction, intervention and prevention services for high-risk populations in communities with the greatest incidents of gun violence. The LAS’ Justice Corps implemented a series of educational workshops and community events and disseminated informational materials to increase residents’ awareness of victims’ rights and resources. The LAS’ Justice Corps also hosted a Light in the Night event wherein the community reclaimed public spaces as safe gathering spaces.

Southwestern Community College in Iowa conducted a victim awareness day with guest speakers, lunch, and several breakout rooms that included different movies/documentaries focused on crime victim awareness. Each movie was followed by a panel discussion. There were also Light in the Night walks and candlelight vigils in honor of victims of crime, as well as a 5K run/walk in which participants and attendees were greeted with music and food.

The Kentucky Office of the Attorney General hosted the second annual Victims’ Rights Awareness Day at Kentucky’s state Capitol during NCVRW. The Survivors Council helped design, develop, and host the event, which centered on a walk around the Capitol and victim services resource fair intended to bring awareness to the public and important stakeholders. The awareness walk included a survivor advocate, a victim service provider, and the Kentucky attorney general.

The Hope and Justice Project in Maine promoted the Color ME 5K Run/Walk for Hope on April 30, 2022. This public awareness event aimed to strengthen the rights of victims and survivors of domestic abuse in Maine by educating the communities of rural Aroostook County. The effort included a community resource fair where local organizations highlighted their services.

The Maryland Crime Victims’ Resource Center Inc. hosted a 5K walk in honor of survivors and victims of crimes. MCVRC increased community awareness of victims’ rights and resources while encouraging and boosting community engagement with local police and other advocacy organizations. The walk had dedications focusing on three major areas. Mile 1’s theme was “Pertinent Facts,” Mile 2’s was “Heroes for Victims,” and Mile 3’s theme was “Why We Fight Spotlights.” These focus areas allowed guests to honor survivors and victims by remembering heroes who fight for victims’ rights.

Centerboard’s We Rise Program in Massachusetts hosted four in-person events during NCVRW aimed at enhancing the public’s awareness of rights and services for victims of crime. The events were done in partnership with local community health centers, the Massachusetts Office for Victim Assistance, Rape Crisis Center, domestic violence providers, and mental health providers. The evening culminated in a candle-lighting ceremony.



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Equality Michigan Department of Victim Services hosted three community resource fairs at its community site locations in Detroit, Grand Rapids, and Bay City. These sites serve the LGBTQ and HIV+ communities, families, allies, and victims of crime. There was a video booth at each event where participants could make short videos with a 2022 NCVRW logo prop.

The Western Twin Cities Crime Awareness and Healing Campaign in Minnesota provided information about types of crimes, victims' rights, local resources for support, and confidential help for victims. The campaign produced and disseminated educational posters to professionals in the fields of OB/GYN, dentistry, substance abuse, and beauty services that explain signs of violence, intake/interview strategies to address possible victimization, and person-centered approaches to offering resources for help.

Citilookout in Ohio hosted a NCVRW walk and expo titled "Walk for Victims' Rights, Access and Equity." It was promoted on billboards for a month prior to the event. Other media segments followed in radio, social media, and newspapers a week prior to NCVRW. There were speakers, musical and dance performances, community partner tributes, and a "bubble blow" in honor of crime victims, survivors, and their families.

San Juan Bautista School of Medicine - Puerto Rico Health Justice Center commemorated National Crime Victims' Rights Week with a public event at Montehiedra Shopping Mall. A dozen agencies and community-based organizations participated in the one-day activity, with display tables with information and resources for victims of crime and professionals who offer services. An updated directory of services for victims was developed and distributed. The activity program included short sessions with testimonies, orientations, and keynotes by professionals and experts about available services.

The Rosebud Sioux Tribe Health Administration held two 5K walk/runs during April at the Rosebud Sioux Tribe Fairground in Rosebud, South Dakota. The event was preceded by a monthlong social media, radio, and print advertisement campaign. A Lakota prayer was said before the walk/run began.

The Alamo Area Rape Crisis Center in Texas had an awareness campaign that featured stories and affirmations from victims and survivors, along with information on victims' rights and the services and support available in the region to promote healing. Children and youth are deeply impacted by crime, and through their artwork, they shared their feelings of pain and hope with the community. The RCC also hosted an online session that included a "Know Your Rights" presentation and question-and-answer session that empowered participants to advocate for themselves and for each other. An online panel discussion addressed the barriers that marginalized and underserved communities have faced in accessing services. RCC also hosted an in-person community resource fair and candlelight vigil.

In partnership with Mariposa House and Healthy Families, Dove House Advocacy Services in Washington conducted an outreach and educational program for residents of Jefferson and Clallam counties who are at-risk for or are victims/survivors of crime. The program distributed rack cards, street banners, keychain flashlights and credit card sleeves and each partner agency hosted a presentation.

The YWCA of Sweetwater County, Wyoming, held a 5K/10K race, "Run with the Badges," and ran a NCVRW advertising campaign to inform the public about victims' rights. Booths were available after the race/walk offering more information about services for crime victims. Following the race, recognition awards were given to outstanding victim service providers in the community.

Vigils and Memorial Ceremonies

Victims For Justice in Anchorage, Alaska, used social media, earned media, and paid media to build awareness about NCVRW and the role of victim advocacy in the state. Events included a live-streamed tree ceremony to honor victims of violent crimes, a virtual panel addressing media and crime victims, a victim service award event, and the production of a video focusing on Indigenous Alaskans.

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The Victims Witness Services for Coconino County in Arizona worked in partnership with Utah Navajo Health Systems Inc. to host a traditional Navajo blessing and invocation for healing and commemoration of those lost to violence, a local/region-specific resource fair with representatives from agencies talking about services and resources available in each area, and a panel of survivors sharing experiences as victims of crime and their path to healing.

The Network for Victim Recovery of DC (NVRDC) hosted a community vigil and open house to commemorate the victims of violence in the District in the prior year and to highlight the growing number of resources for victims of crime. Throughout the event, NVRDC disseminated brochures about crime victims' rights and services available in the District and NCVRW-themed outreach items. NVRDC also used public service announcements and mailed outreach postcards throughout communities identified as having the highest instances of crime in the District of Columbia.

Isaih and Bertha Germany Ministries in Arkansas hosted Be A Light! During the event, survivors of human trafficking, domestic abuse, street violence, school bullying, and other violence shared personal stories of their journeys. The ministry planted a "Survivor's Tree" and unveiled a plaque to be a living and lasting memorial to all victims of crime.

The New Orleans Police Department held a candlelight peace vigil and a victim outreach and resource fair at police headquarters. The fair included a ceremony honoring families struggling to negotiate the criminal justice system after being victimized. The program featured a vocalist, a local high school choir, a jazz band, and a liturgical dance presentation.

Lincoln County, Nebraska, focused on tree plantings honoring crime victims and handed out plaques recognizing law enforcement and attorneys for their response and support of crime victims. Crime victims and service providers were present at the tree-planting to speak and hand out stress-release items and printed materials about all types of crime and the services available.

The Downstate Coalition organized the annual New York Crime Victims Candlelight Vigil with the assistance of the Bronx District Attorney's Office and other co-sponsors to kick off NCVRW. This vigil had both in-person and virtual attendees. The live stream gave the Downstate Coalition the opportunity to reach a wider audience. The vigil was a remembrance for those lost to crime and a celebration to all who have survived crime victimization.

Ponca Tribal Victim Services in Oklahoma collaborated with Survivor Resource Network to host a Light the Night memorial for crime victims at Ponca Lake. The event started with a cultural prayer by the chair of the Ponca Tribe, Oliver Littlecook. Throughout this memorial, there was native drumming and singing sacred Ponca songs. Participants were given a lighted lantern to honor crime victims. As the program finished, sacred songs were drummed to allow the participants to dance and heal from their trauma.

The 7th Judicial District Attorney General's Office in Tennessee organized a victims' services fair followed by a candlelight vigil. During the victims' services fair, providers distributed information about available resources. A candlelight vigil was held with speakers from partner agencies in and outside of the criminal justice system along with a testimonial from a crime victim and survivor to introduce a variety of supportive voices.

A purple candlelight vigil was held by the Rockingham County, Virginia, Victim Witness Program in honor of NCVRW. The event promoted community resources for all past, present, and potential victims of crime in Rockingham County by fostering community relationships and creating an open dialogue to discuss available reporting resources through a collaborated coordinated community response.



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Youth and College Engagement

Arise, in Lawrence County, Pennsylvania, partnered with local social service providers to host an all-day awareness celebration in conjunction with a resource fair that allowed people to attend, receive information, and ask questions. Two public presentations on victims' rights, including trauma-informed community response to victims, were hosted in conjunction with the Lawrence County District Attorney's Office. Two campus awareness presentations were held at Westminster College.

Family Service of Rhode Island partnered with SoJourney House and the local The Silent Witness Project chapter to update project silhouettes for mass unveiling at the Victims' Grove Ceremony and placement at five local colleges/universities. The program began with the Providence Police Department Honor Guard presenting the colors, followed by the arrival of the Providence Mounted Command on horseback and a local high school choir singing the National Anthem. There was a short speaking program and a moment of silence. The honorees laid a donated wreath in NCVRW colors in memory of all victims of crime. Honorees were given engraved plaques in appreciation of their service and were offered the opportunity to make short acceptance speeches.

The Issachar K Tigre Foundation-Victims United Inc. Partners for Peace project provided high school Junior Reserve Officers' Training Corps Cadets with education on crime and crime prevention and accessing services. Students produced innovative approaches to raise awareness and created a brochure to educate and guide peers and the public. Students also worked collaboratively to write a poem and create a video of their perspectives to further efforts to raise public awareness of crimes, victims' rights, and victims' resources in the U.S. Virgin Islands.

Combinations

Destined To Win Ministries in North Carolina conducted activities focused on victims of all types of crime, including the distribution of event calendars, flyers, posters, and display banners; newspaper ads; a Facebook Live broadcast; and a candlelight vigil for victims/survivors and their families during which they could share their stories. There was also a drive-through resource fair.

The Utah Office for Victims of Crime events included "Shine the Light on Victims of Crime," during which people showed support to victims of crime by placing lawn signs, posters, and light bulbs at their homes, offices, and other locations throughout their communities; "Paint One Blue Nail to Stand for Victims' Rights," in which participants painted one blue fingernail and engaged their communities by creating videos /pictures statewide; and a social media PSA contest and hashtag campaign. In collaboration with the Salt Lake City Mayor's Office, shelters and other various agencies, they hosted walk and resource fair at a local park to support victims of crime, a motorcycle ride and a candlelight vigil along with a jingle dance (healing/prayer dance) and a blessing from a tribal elder, as well as Kintsugi art (Japanese art of putting broken pottery pieces back together with gold).

The YWCA Wheeling held various screenings of the NCVRW video and the "Reality at a Glance-Crime Victims" video. Advocates at each screening location discussed victims' rights and available services. At the end of each screening, attendees were invited to participate in discussions with advocates and the victims that helped write the scripts. The YWCA Wheeling held a poster contest for elementary, middle school and high school students at 10 different schools.

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Commemorative Calendar

Throughout the year, communities gather to hold events that honor and support victims. These events are an important step toward raising awareness of victims' rights. Build on your NCVRW outreach throughout the year by highlighting relevant awareness events in your community.

The following calendar cites organizations that provide resources to support commemorative activities, but they are not always the sole sponsor of the awareness events. Use the commemorative calendar to think strategically about how you and your partners can support awareness events. Whether for one day or an entire month, these public recognitions are powerful tools for honoring the work of those in the victim services field and raising awareness.

OVC publishes a continually updated list of national, state, and local victim-related events. Browse this free tool periodically to learn about additional awareness events as dates are finalized and see what communities across the country are doing. We encourage you to add your own NCVRW meetings, ceremonies, and forums, as well as other victim-related events and training opportunities throughout the year.

January

National Mentoring Month

MENTOR
www.nationalmentoringmonth.org

National Human Trafficking Prevention Month

Office for Victims of Crime
Office of Justice Programs
U.S. Department of Justice
www.ovc.ojp.gov/trafficking

Stalking Awareness Month

Stalking Prevention, Awareness, and Resource Center
www.stalkingawareness.org/stalking-awareness-month-2023

National Human Trafficking Awareness Day & Blue Campaign #WearBlueDay

January 11, 2023
Department of Homeland Security
www.dhs.gov/blue-campaign/wearblueday

February

National Black History Month

U.S. Library of Congress
<https://blackhistorymonth.gov>

National Teen Dating Violence Awareness and Prevention Month

love is respect
www.loveisrespect.org/get-involved/tdvam

Identity Theft Awareness Week

January 30–February 3, 2023
Federal Trade Commission
www.consumer.ftc.gov/features/identity-theft-awareness-week

March

National Consumer Protection Week

March 5–March 11, 2023
www.consumer.ftc.gov/features/national-consumer-protection-week

Transgender Day of Visibility

March 31, 2023
LGBT Foundation
<https://lgbt.foundation/who-we-help/trans-people/trans-day-of-visibility>

April

National Arab American Heritage Month

Bureau of European and Eurasian Affairs,
Department of State
www.state.gov/the-bureau-of-european-and-eurasian-affairs-celebrates-arab-american-heritage-month

National Child Abuse Prevention Month

Administration for Children and Families
U.S. Department of Health and Human Services
www.childwelfare.gov/topics/preventing/preventionmonth

Sexual Assault Awareness Month

National Sexual Violence Resource Center
www.nsvrc.org/saam

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National Crime Victims' Rights Week

April 23–29, 2023
Office for Victims of Crime
Office of Justice Programs
U.S. Department of Justice
www.ovc.ojp.gov/ncvrw

National Youth Violence Prevention Week

April 24–April 28, 2023
Students Against Violence Everywhere (SAVE) Promise Club
<https://www.sandyhookpromise.org/take-action/get-involved/national-youth-violence-prevention-week/>

Global Youth Service Days

April 28–April 30, 2023
Youth Service America
<https://leadasap.ysa.org>

May

Older Americans Month

Administration for Community Living
U.S. Department of Health and Human Services
<https://acl.gov/oam>

Asian American and Pacific Islander Heritage Month

U.S. Library of Congress
<https://asianpacificheritage.gov>

Law Day

May 1, 2023
American Bar Association
www.lawday.org

National Correctional Officers' and Employees' Week

May 7–13, 2023
American Correctional Association
www.aca.org

Missing Or Murdered Indigenous Persons Awareness Day

May 5, 2023
National Indigenous Women's Resource Center
<https://www.niwrc.org/>

National Police Week

Concerns of Police Survivors, National Law Enforcement Officers Memorial Fund, and Fraternal Order of Police/ Fraternal Order of Police Auxiliary
May 14–20, 2023
www.policeweek.org | <https://nleomf.org/memorial/programs/national-police-week-2023>

Peace Officers' Memorial Day

May 15, 2023
Concerns of Police Survivors, National Law Enforcement Officers Memorial Fund, and Fraternal Order of Police/ Fraternal Order of Police Auxiliary
www.policeweek.org | <https://nleomf.org/memorial/programs/national-police-week-2023>

National Missing Children's Day

May 25, 2023
National Center for Missing and Exploited Children and the Office of Juvenile Justice and Delinquency Prevention
<https://ojjdp.ojp.gov/events/missing-childrens-day/about-missing-childrens-day>

June

Pride Month

GLAAD
www.glaad.org/

Hospitals Against Violence (#HAVhope) National Day of Awareness

American Hospital Association
June 2, 2023
www.aha.org/hospitals-against-violence

World Elder Abuse Awareness Day

June 15, 2023
National Center on Elder Abuse
U.S. Department of Health and Human Services
<https://ncea.acl.gov>

July

Pretrial, Probation and Parole Supervision Week

July 16–July 22, 2023
American Probation and Parole Association
<http://www.appa-net.org/ppp-supervision-week/>

World Day Against Trafficking in Persons

July 30, 2023
United Nations
www.un.org/en/observances/end-human-trafficking-day



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September

National Campus Safety Awareness Month

Clery Center for Security on Campus
<https://www.clerycenter.org/>

National Suicide Prevention Week

September 10–16, 2023
American Association of Suicidology
<https://suicidology.org>

World Suicide Prevention Day

September 10, 2023
International Association of Suicide Prevention
www.iasp.info

September 11th National Day of Service and Remembrance

September 11, 2023
AmeriCorps
<https://americorps.gov/911-day>

National Hispanic Heritage Month

September 15–October 15, 2023
U.S. Library of Congress
www.hispanicheritagemoth.gov

National Day of Remembrance for Murder Victims

National Organization of Parents
Of Murdered Children
September 25, 2023
<https://pomc.org>

October

National Bullying Prevention Month

PACER Center
www.pacer.org/bullying/nbpm

Crime Prevention Month

National Crime Prevention Council
www.ncpc.org/programs/crime-prevention-month

National Cybersecurity Awareness Month

Cybersecurity & Infrastructure Security Agency
U.S. Department of Homeland Security
www.cisa.gov/cybersecurity-awareness-month

National Domestic Violence Awareness Month

National Coalition Against Domestic Violence
<https://ncadv.org>

America's Safe Schools Week

October 15–21, 2023
National School Safety Center
www.schoolsafety.us/safe-schools-week

November

National Native American Heritage Month

U.S. Library of Congress
<https://nativeamericanheritagemonth.gov>

Tie One On for Safety

November 1, 2023–January 1, 2024
Mothers Against Drunk Driving
www.madd.org/the-solution/drunk-driving/tie-one-on-for-safety

International Survivors of Suicide Loss Day

November 18, 2023
American Foundation for Suicide Prevention
<https://afsp.org/find-support/ive-lost-someone/survivor-day>

Transgender Day of Remembrance

November 20, 2023
www.glaad.org/tdor

December

National Impaired Driving Prevention Month

Mothers Against Drunk Driving
www.madd.org

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