



DEVELOPING YOUR CAMPAIGN

PARTNERSHIPS + 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 and the push for practice-based, trauma-informed services for all victims of crime. 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 National Crime Victims' Rights Week and throughout the year.

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The **National Crime Victims' Service Awards Ceremony**, sponsored by the U.S. Department of Justice and coordinated by the Office for Victims of Crime, will be held on April 13, 2018, in Washington, DC, and will be streamed live. For more information about this special event, including the time and location, please visit www.ovc.gov/ncvrw.

Have an individual, team, program, or organization you'd like to nominate for an award? Nominations for the 2019 National Crime Victims' Service Awards will open in late spring 2018. For criteria, applications, and more, visit <https://ovcncvrw.ncjrs.gov/awards/default.html>.

SAMPLE PROCLAMATION

National Crime Victims' Rights Week 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 National Crime Victims' Rights Week to invite them to speak at your ceremony or to issue an NCVRW proclamation.

National Crime Victims' Rights Week, April 8-14, 2018

Whereas, Americans are the victims of 20 million crimes each year, affecting individuals and communities;¹
Whereas, years of investment in crime victims' rights and services have developed a system of victim response that can help victims recover from crime;
Whereas, reaching and serving all victims of crime is essential to supporting thriving communities, because those who receive holistic services and support are more likely to remain invested in their communities;
Whereas, dedicated victim service providers are working every day to meet the needs of crime victims, yet there are still too many victims without meaningful access to rights and services;
Whereas, many victims face barriers—such as isolation, distrust of authorities, language limitations, lack of transportation, or cultural barriers—that keep them from accessing the services and criminal justice systems that can help them recover from crime;
Whereas, we must make a dedicated effort to expand the circle of those prepared to respond to victims and link them to the resources that can help them recover;
Whereas, engaging a broader array of healthcare providers, community leaders, faith organizations, educators, and businesses can provide new links between victims and services that improve their safety, healing, and access to justice;
Whereas, National Crime Victims' Rights Week provides an opportunity to recommit to ensuring that all victims of crime—especially those who are challenging to reach or serve—are afforded their rights and receive a trauma-informed response; and
Whereas, [Your organization] is hereby dedicated to strengthening victims and survivors in the aftermath of crime, building resilience in our communities and our victim responders, and working for justice for all victims and survivors.

Now, therefore, I, as [Governor/County Executive/Mayor, Other Title] of _____,
do hereby proclaim the week of April 8-14, 2018, as

Crime Victims' Rights Week

And reaffirm this [City/County/Parish/State/Tribe'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 to express 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]

1 NCVS Victimization Analysis Tool, 2015, (Bureau of Justice Statistics, U.S. Department of Justice), www.bjs.gov/index.cfm?ty=nvat



NOTABLE QUOTABLES

A key NCVRW goal 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 2018 NCVRW theme—*Expand the Circle: Reach All Victims*.

Expansion and Understanding

Our task must be to free ourselves by widening our circle of compassion to embrace all living creatures and the whole of nature and its beauty.

- ALBERT EINSTEIN (1879-1955)

Peace requires everyone to be in the circle—wholeness, inclusion.

- ISABEL ALLENDE (1942-)

Circles create soothing space, where even reticent people can realize that their voice is welcome.

- MARGARET J. WHEATLEY (1944-)

Inclusion works to the advantage of everyone. We all have things to learn, and we all have something to teach.

- HELEN HENDERSON (1946-2015)

We need to give each other space so that we may both give and receive such beautiful things as ideas, openness, dignity, joy, healing, and inclusion.

- MAX DE PREE (1924-2017)

Listen with the intent to understand, not the intent to reply.

- STEPHEN COVEY (1932-2012)

I have begun to think of life as a series of ripples widening out from an original center.

- SEAMUS HEANEY (1939-2013)

Inclusion and Unity

There is no better exercise for your heart than reaching down and helping to lift someone up.

- BERNARD MELTZER (1916-1998)

None of us is as smart as all of us.

- JAPANESE PROVERB

A small body of determined spirits fired by an unquenchable faith in their mission can alter the course of history.

- MAHATMA GANDHI (1869-1948)

Teamwork is the ability to work together toward a common vision. It is the fuel that allows common people to attain uncommon results.

- ANDREW CARNEGIE (1835-1919)

Unity is strength. Division is weakness.

- SWAHILI PROVERB

We are each other's harvest; we are each other's business; we are each other's magnitude and bond.

- GWENDOLYN BROOKS (1917-2000)

I will, from this day strive to forge togetherness out of our differences.

- JOSEFA ILOILO (1920-2011)

Our ability to reach unity in diversity will be the beauty and the test of our civilization.

- MAHATMA GANDHI (1869-1948)

Overcoming Obstacles

One who gains strength by overcoming obstacles possesses the only strength which can overcome adversity.

- ALBERT SCHWEITZER (1875-1965)

The most authentic thing about us is our capacity to create, to overcome, to endure, to transform, to love and to be greater than our suffering.

- BEN OKRI (1959-)

There are dark shadows on earth, but its lights are stronger in the contrast.

- CHARLES DICKENS (1812-1870)



PRESENTATION TIPS

Presentations are unique opportunities to educate your community about victims' rights and services during National Crime Victims' Rights Week. 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.

- Talk with your colleagues and research local media outlets for local crime trends.
- Check the Federal Bureau of Investigation's Uniform Crime Reports Data Tool at www.ucrdatatool.gov to see whether your local area is included. You can also refer to the Statistical Analysis Center (SAC) map at www.jrsa.org/sac. If your area is covered by a SAC, visit their website for any state or local data they may have published. For recent national crime statistics, refer to the Crime and Victimization Fact Sheets in this Resource Guide at www.ovc.gov/ncvrw2018.
- 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.

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. The presentation tips below 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 2018 NCVRW theme and artwork for you to customize. Before you know it, you'll have crafted an inspiring presentation to 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. **Who is your audience?**
2. **What do they want or need to know** about crime and victimization? Which issues concern them the most?
3. **How can you help them** be more responsive and better support victims in their community?

For a student audience, think about the different crimes that might affect their lives, such as dating violence, bullying, or gun violence. For civic groups con-

sider crimes that typically happen behind closed doors, such as sexual assault or crimes against people with disabilities. For the business community, think about crimes that can impact business operations, such as fraud, identity theft, or the intersection of workplace violence with intimate partner violence and stalking.

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 National Crime Victims' Rights Week—*Expand the Circle: Reach All Victims*—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.
- Cite a surprising 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 non-traditional 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. Typical idea development structures include:²

- **Chronological:** Past, present, future.
- **Sequential:** Step-by-step process (e.g., for project rollout).
- **Climactic:** Least to most important.
- **Problem-Solution:** Problem, solution, benefits.
- **Compare-Contrast:** Similarities and differences of specific factors.

- **Cause and Effect:** Causes and results of specific situations.
- **Advantage-Disadvantage:** Information arranged into "good" or "bad" categories to help the audience see both 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.

Method

Regardless of how you share your information (PowerPoint, poster, webinar, interactive activity, etc.), remember to engage your audience: periodically ask them to break into small discussion groups and allow 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, no more than eight words per bullet.
- **Font:** Use sans-serif fonts (e.g., Arial, Verdana) for readability. Avoid all uppercase letters, except for titles, and use italics sparingly.
- **Font Size:** Use at least 24-point type.

² Nancy Duarte, *Resonate: Present Visual Stories That Transform Audiences*, (Hoboken, NJ: John Wiley & Sons, 2010), 129.



Sample PowerPoint Template

Accompanying this section is a sample PowerPoint template featuring the 2018 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, and the actual PowerPoint file is also available for download on the NCVRW website, www.ovc.gov/ncvrw2018, along with a range of other theme artwork files.

- **Graphics, Charts, and Photos:** Use simple graphics and photos that are visible to the audience. (The 2018 NCVRW Theme Artwork is available to use, as well as the 2018 NCVRW PowerPoint template and Crime and Victimization Fact Sheets.)
- **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. (See “[Theme in Action](#)” for ideas on how to use the 2018 NCVRW Theme Video.)
- **Spelling and Grammar:** Use spell check and proof-read your slide several times.
- **Preview:** Preview the presentation in its entirety before delivering.

Never read your slides 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.



The image shows a sample PowerPoint title slide with a dark blue background. At the top, it features the text "Presentation Title" in a large, white, serif font, followed by "Presentation Subtitle" in a smaller, white, serif font. Below this is a large, circular graphic with the text "EXPAND THE CIRCLE" at the top and "REACH ALL VICTIMS" at the bottom, surrounded by a colorful, multi-layered ring. To the right of the graphic, there are four lines of text: "Name", "Organization", "Event", and "Date". At the bottom left of the graphic, it says "National Crime Victims' Rights Week | April 8-14 2018".

Content Slide



The image shows a sample PowerPoint footer with a dark blue background. On the left, there is a small version of the "EXPAND THE CIRCLE" graphic. To the right, the text "EXPAND THE CIRCLE: REACH ALL VICTIMS" is displayed in a white, sans-serif font. Below this, in a smaller font, it says "National Crime Victims' Rights Week | April 8-14, 2018".



Communicating Effectively

Public speaking makes everyone somewhat 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. To help your presentation go smoothly:

1. Speak in a positive, warm tone.
2. Smile and make eye contact with the audience.
3. Avoid 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, and if you are okay with them sharing details of the presentation on social media.
5. Practice, practice, practice.

Prepare the Room

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 hard copy.



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 and victims of sexual assault, drunk driving, domestic violence, and other crimes mobilized at the grassroots level, joining 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 National Crime Victims' Rights Week, and the creation of the Victims of Crime Act and Crime Victims Fund, whose anniversary we celebrate this week. Through our partnerships and community building, we have made history.

National Crime Victims' Rights Week 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. The *2018 NCVRW Resource Guide* itself is the product of a partnership between the Office for Victims of Crime and the National Center for Victims of Crime, and is supported by the U.S. Postal Inspection Service and the partner organizations highlighted in the "Additional Resources" section of this Resource Guide. 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 the week's events, identify potential partners. Contact them right away, and explore ways to partner for National Crime Victims' Rights Week. 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 National Crime Victims' Rights Week 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 each other 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 *expand the circle to reach all victims*:

- **Expand your network**—Partnering with organizations who 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 competency 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. These teams can include, but are 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**—National Crime Victims' Rights Week 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 to hang posters, collect donation items, and host events. These partnerships are important to developing lasting community engagement.

Community Partner Ideas

Allied Professionals

- Victim Service Agencies
- Law Enforcement Professionals, Prosecutors, and Institutional and Community Corrections Professionals
- Healthcare Professionals
- Mental Health Professionals

Art and Cultural Organizations

Businesses and Corporations

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

Civic Organizations

Colleges and Universities

Faith Communities

Government Agencies and Officials

- Agencies Serving Seniors and People with Disabilities
- Community Liaison Offices
- Consumer Protection Agencies
- Libraries
- Public Officials
- Schools

Military Installations

Tribal Authorities

Workforce Training/Job-Search Centers

Youth-Serving Organizations



Step 3:

Build Partnerships

Building a partnership takes patience, collaboration, communication, and organization. It is important that each partner is responsive and engaged in the partnership-building process. In addition, partners should work together to ensure that each is able to achieve their goals in a way that is victim-centered, culturally competent, 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. During meetings, facilitate a space in which individuals can ask questions, raise concerns, and share. 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 is hoping 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 set of goals.

- **Engage in careful management of the partnership**—In many partnerships, establishing 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 the project will be implemented and completed. 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 National Crime Victims’ Rights Week to motivate, strengthen, and launch partnerships in your community.



IDEAS FOR NCVRW 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 National Crime Victims' Rights Week, your organization has the opportunity to reach out to other local groups and coordinate events that honor crime victims and raise awareness of victim 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, the awards are selected based on criteria including collaboration, innovation, community impact, media involvement, and experience with victims' issues. As you plan your 2018 activities, be inspired by last year's projects and look for ways to *expand the circle* and *reach all victims* in your community. (See <http://cap.navaa.org> for more information.)

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Advertising Campaigns

- The **Maricopa Police Department Victim Assistance Program** in Arizona distributed NCVRW-branded coasters to local restaurants and bars and posted two city billboards to raise awareness.
- The **Butte County District Attorney Victim Assistance Bureau** in Oroville, California, organized a four-week marketing campaign targeting transient and rural populations through ads in bus shelters.
- **Boundary County Youth Crisis & Domestic Violence Hotline** in Bonners Ferry, Idaho, distributed recycled plastic bags branded with NCVRW artwork at a local grocery store and aired ads on local radio stations reaching multiple counties.
- The **Crime Victim Assistance Division, Iowa Attorney General's Office** in Des Moines printed and distributed business cards featuring NCVRW and Crime Victim Assistance Division information in eight languages to culturally specific victim services programs.



- **Family Crisis Centers** in Sioux Center, Iowa, promoted its call-center number through double-sided pump toppers at local gas stations across the state throughout the month of April.
- **NIAD Center for Human Development** in Mason City, Iowa, distributed 5,000 stickers with NCVRW artwork to local coffee shops, grocery stores, and restaurants; supplied local schools and libraries with branded bookmarks; and advertised through billboards in the Dubuque area.
- The **YWCA Kalamazoo** in Michigan promoted National Crime Victims' Rights Week through digital billboards with a design selected by a focus group of crime victims.
- The **Lincoln Police Department Victim Witness Unit** in Nebraska promoted National Crime Victims' Rights Week through a digital billboard downtown. It also coordinated presentations on victims' rights and services by 18 chaplains from the Lincoln Police and Fire Departments to their faith communities.
- The **Los Alamos Police Department** in New Mexico planned an awareness campaign that included printing and distributing over 700 t-shirts, giving a 30-minute interview on a local radio station, and publishing stories of both victims and survivors in the newspaper.
- The **Korean American Family Service Center** in Flushing, New York, focused on a bilingual advertising and media campaign, including an ad that ran on two popular Korean-language radio stations.
- The **North Dakota Department of Corrections and Rehabilitation Victims Services Program** in Bismarck designed four billboards, newspaper ads, and social media posts, and created customized stickers, fliers, and posters that it distributed to state public safety employees and city, county, and state agencies.

CAP Grants

Do you have ideas on how to raise awareness of crime victims' issues, rights, and services in your community? Community Awareness Project (CAP) grants can provide financial assistance of up to \$5,000 for NCVRW-related activities.

While this year's CAP awards have already been made, you can sign up now to be notified when the 2019 CAP applications are available. Visit www.cap.navaa.org to sign up or learn more.

- The **South Carolina Department of Probation, Parole and Pardon Services** in Columbia enacted a statewide community awareness campaign including 13 billboards and over 600 "Victims' Bill of Rights" posters in both English and Spanish.
- **Trauma Support Services of North Texas** in Duncanville held a billboard and digital news and social media campaign to promote National Crime Victims' Rights Week that ran for a month.
- **Lutheran Community Services Northwest** in SeaTac, Washington, used six billboards across two counties to promote National Crime Victims' Rights Week.



- The **Crime Response Program in the Dane County District Attorney's Office** in Madison, Wisconsin, used digital billboards, bus wraps, and window clings for squad cars, hospitals, insurance companies, community centers, and other community partners to promote National Crime Victims' Rights Week.

story" video, a poetry station, and a dance performance.

- The **Albion Fellows Bacon Center** in Evansville, Indiana, organized a Celebration of Survivors event, where survivors were invited to write on a five-foot tri-fold chalk board what "Strength. Resilience. Justice" meant to them.

Art Exhibits and Cultural Events

- **Southern United Neighborhoods** in New Orleans, Louisiana, hosted a month-long visual and literary art exhibit called "Healing Together New Orleans: Strength, Resilience, and Justice." Victims and their families were encouraged to contribute photos to a memory book or submit an art piece.
- The **Suffolk County District Attorney's Office** in Boston, Massachusetts, incorporated a photography exhibit titled "Now You See: A Celebration of Courageous Kids" into their survivor-based public awareness campaign. The photos featured the eyes and words of more than 100 survivors of abuse.
- **Opportunities for Otsego** in Oneonta, New York, created two art exhibits, "A Silent Witness Project" and "An Empty Place at the Table," highlighting victims of domestic violence.
- The **Sharing H.O.P.E. Center** in Cincinnati, Ohio, created a Memorial Wall and incorporated "Strength. Resilience. Justice." as a design element.
- The **Kaw Nation** in Kaw City, Oklahoma, held a "Dancing to Heal a Community" event that featured cultural speakers, cultural song and dance, and an awards ceremony for local victim service providers.
- The **H.O.P.E. Center** in Athens, Tennessee, hosted The Clothesline Project, a display of t-shirts decorated by survivors of violence. The center encouraged local survivors to come together to create their own shirts to donate to the project.
- **Friendship of Women** in Brownsville, Texas, hosted a "Take Back the Night Block Party," with a "survivor

Award Ceremonies

- **One Place Metro Alabama Family Justice Center** in Birmingham held a Recognition Ceremony to honor victims who exemplified strength, resilience, and justice.
- The **Lake County State's Attorney's Office Victim Witness Unit** in Waukegan, Illinois, held a National Crime Victims' Rights recognition event where an award was presented to a local victim service provider who exhibited compassion, commitment, and sensitivity to victims.
- The **Iowa Organization for Victim Assistance in Des Moines** presented an award recognizing outstanding work on behalf of crime victims at a community event to increase awareness of victims' issues. A "Reading of Names" honored Iowans whose lives were lost as a result of violent crime.
- The **Community Advocates for Family & Youth** in Capitol Heights, Maryland, held a "Neighbor for Neighbors" award ceremony to recognize four individuals for overcoming their victimization and working for victims' rights.
- **Someplace Safe** in Fergus Falls, Minnesota, issued 30 awards to individuals in recognition of their service to victims. Awardees received framed certificates and letters of appreciation.
- The **Delaware County Office of the District Attorney** in Media, Pennsylvania, hosted an awards ceremony to recognize advocates and organizations for their work in victim services and raised awareness throughout the community with billboards, banners, and table displays.



- The **Family Refuge Center** in Lewisburg, West Virginia, held an awards event to recognize members of the community, local businesses, and criminal justice representatives who serve as a “beacons of hope” for survivors. A candlelight vigil was also held with a survivor sharing her story and a choir providing music.

Candlelight Vigils

- The **Delaware Victims’ Rights Task Force** in Wilmington held its annual Crime Victims Tribute, which included a candle-lighting ceremony featuring a speech by a survivor, a memorial video to honor victims who died, local musicians, and art created by survivors’ groups.
- The **Crime Victims Assistance Association of Arkansas** in Little Rock held a candlelight vigil to acknowledge the impact of crime, offer an opportunity for healing, and connect people with service providers.
- **Victim Assistance of the Fort Wayne Police Department** in Indiana incorporated a portrait wall of homicide victims in their candlelight vigil.
- The **Webb County Sheriff’s Office**, in Laredo, Texas, organized a butterfly release during their candlelight vigil and memorial service for victims of crime.
- The **Manatee County Sheriff’s Office Victim Advocate Unit** in Bradenton, Florida, hosted a candlelight vigil that included musical performances and invited speakers. They publicized the event through a 30-second video played during movie previews at local theaters.
- The **Susanna Wesley Family Learning Center** in East Prairie, Missouri, advertised their candlelight vigil through newspaper ads and interstate billboards.

Educational Events

- The **San Juan Bautista School of Medicine Puerto Rico Health Justice Center** in Caguas hosted a public symposium with speeches from survivors, a panel of victims’ rights professionals, and workshops.
- The **Vermont Center for Crime Victim Services** hosted a workshop on resiliency for victims, survivors, advocates, and service providers, and recognized victim activists in an awards ceremony.
- **Comunidades Latinas Unidas En Servicio** in St. Paul, Minnesota, tabled at a market for the local Latino community and conducted educational workshops on victims’ rights and services.
- The **Kansas DUI Impact Center** in Wichita hosted a Victims’ Services Fair, where first responders and criminal justice personnel spoke on crisis response services, the judicial system, and victim compensation.
- The **Monongalia County Victims’ Assistance Program** in Morgantown, West Virginia, presented an interactive mock trial at a local theater with participation from actual defense attorneys, prosecutors, judges, bailiffs, and police officers.
- **Independence House** in Hyannis, Massachusetts, hosted four press conferences where survivors shared their experiences. Advertising included yard signs, postcard invitations, and 2’ x 4’ banners.
- The **Twelfth Judicial District Attorney’s Office** in Alamogordo, New Mexico, held two outdoor rallies to highlight National Crime Victims’ Rights Week. Speakers included victims and victim advocates. The second rally was broadcast live on social media by the local newspaper, which published articles both before and after event.



Garden and Tree Ceremonies

- **Victims for Justice** in Anchorage, Alaska, held a Tree Ceremony, where victims and prominent members of the community tied large ribbons to a tree to honor victims of violent crime and raise awareness of victims' rights.
- The **Victim Services Division of the San Francisco District Attorney's Office** in California held a community resource fair at City Hall that included planting an interactive living-wall garden to commemorate victims.
- **Family Service of Rhode Island** in Providence held a wreath-laying ceremony and distributed packets of forget-me-not flower seeds. An engraved granite bench to honor victims and their families was added to the park.
- The **Monterey County District Attorney's Office** in Salinas, California, held its 18th Annual Victims' Dedication Ceremony to honor victims and survivors of all types of crime. Doves were released to specifically honor homicide victims.
- The **City of Cape Coral Police Department** in Florida released butterflies, with bagpipe accompaniment, in honor of victims during its National Crime Victims' Rights Week community observance.

Information and Resource Fairs

- The **Office of the Attorney General** in Tamuning, Guam, organized a Community Resource Fair focused on victims' rights and services.
- **Legacy House** in Indianapolis, Indiana, collaborated with local universities, a high school, the prosecutor's office, and public and nonprofit organizations to host four community resources events and a walk and rally.
- **Winnemucca Domestic Violence Services** in Nevada hosted a Victims of Crime Resource & Recovery Expo, where local and state organizations and offic-

es distributed information on victim services. Local law enforcement offered self-defense demos, and a yoga instructor led several brief yoga sessions.

- **South Asian Network** in Artesia, California, hosted a Resource Fair with a focus on surviving violence. It was promoted through fliers and store-front posters produced in five different languages.
- **Destined to Win Ministries** in Winterville, North Carolina, sponsored a Resource Fair to provide information on cybercrime and identity theft, and hosted a candlelight vigil to honor victims and observe National Crime Victims' Rights Week.
- The **Guthrie Police Department** in Oklahoma hosted a Family Fun and Safety Festival, featuring resource materials and children's activities provided by local victim service agencies, community and civic groups, churches, and schools.
- The **Clemson City Police Department** in South Carolina tied NCVRW-branded ribbons to patrol cars and held a family-friendly kickoff event to showcase services available to victims.
- The **Mitchell Area Safehouse** in South Dakota held an expo and resource fair with speakers, breakout sessions, and information tables of local victim-centered agencies.
- The **Williamsburg/James City County Victim/Witness Assistance Program** in Virginia held a community-wide resource fair and speaker event at a local high school with activities for adults and children.

Marches and Walk/Run Events

- The **Mobile Police Department** in Alabama held a 5K run/walk that included a pinwheel ceremony serving as a visual tribute to support victims and survivors.



- **Lassen Family Services** in Susanville, California, held its 4th Annual Walk-a-Mile-in-Their-Shoes event led by victims carrying a NCVRW banner. Attendees were invited to write messages of support on a chalk wall at the end of the walk.
- The **Eighth Judicial District Attorney's Office** in Fort Collins, Colorado, hosted a Commemorative Walk and Awards Ceremony that included speeches by the district attorney and two survivors.
- The **Boone County Prosecuting Attorney's Office** in Columbia, Missouri, held a 5K run/walk with NCVRW-related statistics and quotations posted along the route. The prosecuting attorney and a crime victim spoke at the concluding recognition ceremony.
- The **Newark Antiviolence Coalition** in New Jersey hosted a Community Engagement Walk for survivors. It also coordinated a "Caravan of Love" through different parts of the city to raise awareness for National Crime Victims' Rights Week.
- The **Wyandotte Nation** in Oklahoma hosted a Superhero 5K walk. Awards were presented by the Chief and a victim of crime spoke.
- The **Centre County District Attorney's Office** in Bellefonte, Pennsylvania, hosted a NCVRW black light vigil at the local university student center. Two victims spoke and participants were invited to write notes of encouragement to a victim on a paper silhouette. The notes were shared at the Victim/Witness Office.
- The **Center for Trauma & Resilience** in Denver, Colorado, offered trauma-sensitive yoga for the Latino community, college students, and older adults, with an emphasis on socio-economically diverse neighborhoods. Participants received a blue mat imprinted with the NCVRW theme design.
- **Network for Victim Recovery of DC** in Washington, DC, organized two free yoga sessions and a public awareness "Know Your Rights" campaign, which included two educational presentations at local libraries.
- The **DC Center for the LGBT Community** in Washington, DC, held an Art Therapy Night with participants creating oil paintings that promoted healing and self-care. The artwork was later displayed at the Center.
- The **Ulster County Probation, Crime Victims' Assistance Program** in Kingston, New York, held a trauma-informed yoga class to show the effects of body work on the mental health of victims.
- **Wynona's House Child Advocacy Center**, in Newark, New Jersey, hosted an art therapy mask painting event led by an art therapist and a mental health professional. Much of the art produced was displayed at the public library during National Crime Victims' Rights Week and returned to the artists.

Youth-Focused Outreach

- **Safehouse Services** in Cheyenne, Wyoming, partnered with the Community College Theatre Group to develop skits on intimate partner violence, bullying, stealing, and other topics, which were performed at local junior high and high schools and other venues for youth. Participants could then attend an agency information fair at a skating rink.

Yoga and Art-Therapy Events

- The **Santa Barbara Rape Crisis Center** in California hosted a resource fair for the Spanish-speaking community, featuring an art therapy workshop, children's activities, and a memorial tree display dedicated to victims and their families.



- The **Domestic Violence Association of Central Kansas** in Salina hosted a community festival to promote awareness of victims' rights and services, featuring children's activities, including chalk drawings, poster and coloring contests, and planting flower seeds.
- **Trinity Alliance of the Capital Region** in Albany, New York, hosted "Peaceful Hands: Healed Hearts," a creative paint/play session for neighborhood youth in high-crime areas.
- **North Central Victim Services** in Philadelphia, Pennsylvania, held a panel discussion with elementary school students featuring representatives of the police department, the district attorney's office, and the agency.
- **Shelter Agencies for Families in East Texas** in Mt. Pleasant held a Super Hero 5K Fun Run with a focus on activities for kids.
- The **Utah Office for Victims of Crime** in Salt Lake City made a presentation to high school students on National Crime Victims' Rights Week, dating violence, and healthy relationships, and hosted a "Families and Communities Together" multicultural event that focused on resilience. They also sponsored a "Strength. Resilience. Justice." coloring contest, for which the Attorney General presented awards to the winners.



THEME VIDEO IN ACTION

Last year, Community Awareness Projects found a variety of uses for the Theme Video in their outreach efforts. As you plan your 2018 NCVRW campaigns, you might find some of the following suggestions helpful.

Planning

- Brainstorm with your planning team and partners on how to build your NCVRW campaign message and how to best use the Theme Video in your outreach appeals.
- Show the Theme Video to your staff to prepare them for NCVRW activities.
- Use the Theme Video to train and build awareness among your volunteers and interns as well as to educate local students about your organization's role in building a strong and resilient community.

Web Outreach

- Embed the Theme Video in your organization's website.
- Post a link on your site to the Theme Video on the [OVC website](#) or [OVC YouTube channel](#).
- Link to the Theme Video in your social media outreach.
- Edit the Theme Video to produce a localized NCVRW public service announcement for your website or presentations.

Ceremonies and Events

- Show the Theme Video at the beginning of your community's candlelight ceremony.
- Open your NCVRW kickoff ceremony with the Theme Video, and ask your speakers to focus their comments on the key video messages—*Expand the Circle: Reach All Victims*.
- Project the Theme Video on a large screen, to run repeatedly before and after your NCVRW events.

Presentations

- Edit the Theme Video to include personal accounts by local victims and survivors and offer the customized video to local advocates or educators for presentations in schools and neighborhoods to demonstrate the impact of crime.
- Present the Theme Video at an educational open house or informational meeting.

The Theme Video is available for viewing or download at www.ovc.gov/ncvrw2018.



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 days in your community. 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 to expand the circle and reach all victims.

The Office for Victims of Crime (OVC) publishes a National Calendar of Victim Assistance-Related Events (<https://ovc.ncjrs.gov/ovccalendar>). This continually updated calendar offers extensive listings of national, state, and local victim-related events. Browse this free tool periodically to learn about additional awareness weeks as dates are finalized, and see what communities across the country are doing. You can also list your own NCVRW meetings, ceremonies, and forums, as well as other victim-related events and training opportunities throughout the year.

Posters to help raise awareness about a variety of crime issues are available for free download from the OVC gallery at www.ovc.gov/gallery.

January

National Mentoring Month

MENTOR: The National Mentoring Partnership
617-303-4600

www.nationalmentoringmonth.org

National Stalking Awareness Month

Stalking Resource Center
National Center for Victims of Crime
202-467-8700

www.stalkingawarenessmonth.org

Tax Identity Theft Awareness Week

January 29-February 2, 2018
Federal Trade Commission
202-326-2222

www.consumer.ftc.gov/tax-identity-theft-awareness-week

February

African American History Month

U.S. Library of Congress

<https://africanamericanhistorymonth.gov>

National Teen Dating Violence Awareness and Prevention Month

Break the Cycle
310-286-3383 (Los Angeles)
202-824-0707 (Washington, DC)

www.loveisrespect.org/resources/teendvmonth

March

National Consumer Protection Week

March 4-10, 2018
877-FTC-HELP (877-382-4357)

www.consumer.ftc.gov/features/national-consumer-protection-week



National Youth Violence Prevention Week

National Association of Students Against
Violence Everywhere
March 19-23, 2018
866-343-SAVE (866-343-7283)
<http://nationalsave.org/nyvpw>

April

National Child Abuse Prevention Month

Administration for Children and Families
U.S. Department of Health and Human Services
800-394-3366
www.childwelfare.gov/topics/preventing/preventionmonth

National Sexual Assault Awareness Month

National Sexual Violence Resource Center
877-739-3895
www.nsvrc.org/saam

National Crime Victims' Rights Week

Office for Victims of Crime
Office of Justice Programs
U.S. Department of Justice
April 8-14, 2018
800-851-3420
www.ovc.gov/ncvrw

Global Youth Service Days

Youth Service America
April 20-22, 2018
202-296-2992
www.gysd.org

May

Older Americans Month

Administration for Community Living
U.S. Department of Health and Human Services
202-401-4634
<https://oam.acl.gov>

National Law Day

American Bar Association
May 1, 2018
312-988-5720
www.lawday.org

National Correctional Officers' and Employees' Week

American Correctional Association
800-222-5646
www.aca.org

National Police Week

Concerns of Police Survivors
May 13-19, 2018
573-346-4911
www.policeweek.org
www.nationalcops.org

National Peace Officers' Memorial Day

Concerns of Police Survivors
May 15, 2018
573-346-4911
www.policeweek.org
www.nationalcops.org

National Missing Children's Day

National Center for Missing and Exploited Children
May 25, 2018
800-THE-LOST (800-843-5678)
www.ojjdp.gov/missingchildrensday



June

World Elder Abuse Awareness Day

National Center on Elder Abuse
U.S. Department of Health and Human Services
June 15, 2018
855-500-3537
www.acl.gov/news-and-events/events-and-observances/world-elder-abuse-awareness-day

July

Pretrial, Probation, and Parole Supervision Week

American Probation and Parole Association
July 15-21, 2018
859-244-8203
www.appa-net.org/PPP-Supervision-Week

September

National Campus Safety Awareness Month

Clery Center for Security on Campus
484-580-8754
<https://clerycenter.org/initiatives/ncsam>

National Suicide Prevention Week

American Association of Suicidology
September 9-16, 2018
202-237-2280
www.suicidology.org

World Suicide Prevention Day

International Association of Suicide Prevention
September 10, 2018
800-273-TALK (800-273-8255)
www.iasp.info

September 11th National Day of Service and Remembrance

Corporation for National and Community Service
September 11, 2018
800-942-2677
www.nationalservice.gov/special-initiatives/days-service/september-11th-national-day-service-and-remembrance

National Hispanic Heritage Month

U.S. Library of Congress
September 15-October 15, 2018
www.hispanicheritagemoth.gov

National Day of Remembrance for Murder Victims

National Organization of Parents of Murdered Children
September 25, 2018
513-721-5683
www.pomc.org

October

National Bullying Prevention Awareness Month

PACER Center
952-838-9000
www.pacer.org/bullying/nbpm

National Crime Prevention Month

National Crime Prevention Council
443-292-4565
www.ncpc.org/programs/crime-prevention-month

National Domestic Violence Awareness Month

National Resource Center on Domestic Violence
800-537-2238
www.nrcdv.org/dvam



America's Safe Schools Week

National School Safety Center

October 21-27, 2018

805-373-9977

www.schoolsafety.us/safe-schools-week

December

National Impaired Driving Prevention Month

Mothers Against Drunk Driving

877-ASK-MADD (800-275-6233)

www.madd.org

November

National Native American Heritage Month

U.S. Library of Congress

<https://nativeamericanheritagemonth.gov>

Tie One on for Safety

Mothers Against Drunk Driving

November 22, 2018-January 1, 2019

877-ASK-MADD (800-275-6233)

www.madd.org

