



RESOURCE GUIDE **OVERVIEW**

Expand the Circle: Reach All Victims

The National Center for Victims of Crime and the Office for Victims of Crime (OVC), Office of Justice Programs, U.S. Department of Justice, are proud to present the *2018 National Crime Victims' Rights Week Resource Guide*.

Since 1981, National Crime Victims' Rights Week (NCVRW) has challenged the nation to confront and remove barriers to full justice for all victims of crime. Each year, communities across the country revisit the history of the victims' rights movement, celebrate the progress made, and recommit to further advancements in the crime victims field.

The *2018 NCVRW Resource Guide* includes an array of user-friendly outreach tools and sample products (e.g., sample proclamation, social media posts, awareness posters), professional artwork to brand your observance (e.g., bookmarks, buttons, web ads), statistical fact sheets on victimization, information on the history of victims' rights in the United States, and practical ideas to *expand the circle* of outreach and partnership to *reach all victims*. Explore and adapt these resources as you plan your public awareness campaign for **National Crime Victims' Rights Week, April 8-14, 2018**, and throughout the year.

2018 NCVRW Theme and Theme Colors

The 2018 NCVRW theme—*Expand the Circle: Reach All Victims*—emphasizes the importance of inclusion in victim services. To *reach all victims*, we must build relation-

ships by reaching out, listening, and delivering culturally competent services; engage our community across professional, cultural, economic, and other divides; and remove barriers to reporting, safety, and accessing services. To *reach all victims*, we must forge creative, non-traditional partnerships among victim service providers, community stakeholders, policymakers, educators, researchers, and criminal justice organizations at the local, tribal, state, and national levels. By pooling expertise and resources, commitment and care, we can support the healing and recovery of all crime victims and build healthy, thriving communities. We can truly *Expand the Circle to Reach All Victims*.

Reinforcing the theme, this year's design showcases ever-widening circles that swirl, connect, and radiate. The vibrant **navy, pink, and teal** colors are used throughout the Resource Guide and can be incorporated into your campaign materials and NCVRW promotions. (See the "**Theme Palette**" box on the following page for more details.)

NCVRW Kickoff Event

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 at the end of National Crime Victims' Rights Week in Washington, DC, and streamed live. For more information about this special event, including the time and location details, please visit www.ovc.gov/ncvrw.

En Español!

To reach the widest possible audience, many Resource Guide components are available in Spanish as well as English. To download Spanish-language outreach materials, theme artwork, awareness posters, and more, visit www.ovc.gov/ncvrw2018. In addition, users are encouraged to translate Resource Guide materials into any language spoken by their communities. See “Frequently Asked Questions” for more information.

NCVRW Planning Tips

The following tips will help enhance your 2018 NCVRW planning and maximize the impact of your efforts:

- Review each section of the Resource Guide before making any plans. Once you have established your outreach goals, select the materials that are most helpful to achieve them.
- Organize an NCVRW planning committee to set goals and priorities, brainstorm activities, and share the workload. Diverse collaborations will help ensure more victims hear your message in a way that resonates with them. Your committee might include leaders of civic organizations, universities, parent-teacher associations, or student organizations; members of criminal and juvenile justice agencies, faith communities, the service industry, or the news media; business or health professionals; and, of course, crime victims, survivors, and victim service providers.
- Create or update mailing lists for event invitations and other materials.
- Draft a timetable that includes committee meetings, tasks, deadlines, and areas of responsibility.
- Craft a media plan. Develop a list of local media outlets and the appropriate contacts to notify about special events and activities. See “Communicating Your Message: Media Tips and Tools” for guidance and sample content.

- Coordinate planning for 2018 National Crime Victims’ Rights Week with other awareness and prevention campaigns held during April, including National Child Abuse Prevention Month, National Sexual Assault Awareness Month, and Global Youth Service Days.
- Think creatively about meaningful ways to engage your community to support all victims affected by crime during this year’s National Crime Victims’ Rights Week and throughout the year.

2018 NCVRW Resource Guide Contents

Resource Guide Overview

- Letter from Darlene Hutchinson, Director of the Office for Victims of Crime
- Letter from Mai Fernandez, Executive Director of the National Center for Victims of Crime
- Resource Guide Overview
- Frequently Asked Questions

Resource Guide Artwork

A diverse collection of professionally designed art files—some with room for local information—can help unite your outreach efforts with others across the country.

This year’s collection includes artwork in high-resolution formats for professional presses and informal print applications as well as smaller graphics for use online. All artwork is available in both English and Spanish, including:

- **Theme Poster**—in two sizes: 22” x 28”* and 11” x 17”;
- **Theme Artwork**—an array of outreach materials and web ads, and



- **Awareness Posters**—on violent crime, effects of trauma, and victims’ rights and services.

Incorporate this year’s artwork into your print or online outreach, including event fliers, social media, slideshow presentations, television broadcasts, public service announcements, and print advertisements, among others.

How to Use the Artwork

Included with the artwork is information on technical specifications and suggestions for production.

Artwork Contents

Theme Posters (print and press files)

22" x 28"* and 11" x 17"

Theme Artwork (print and press files)

- Theme Color Palette
- Billboard Art
- Bookmarks
- Buttons, Logos, and Magnets
- Certificate of Appreciation
- Letterhead
- Name Tags and Table Card
- Referral Flier
- Ribbon Cards

Web Artwork (web files)

- Banners and Ads
- Social Media Images


Awareness Posters (web, print, and press files)

- Violent Crime
- Effects of Trauma
- Victims’ Rights and Services

* A limited number of rolled copies of the 22" x 28" poster are available for a small shipping fee at www.ovc.ncjrs.gov/ncvrw2018/posters.html.

Theme Palette

Tie in your NCVRW activities and events to those being held across the nation by using the 2018 theme palette. Designed in CMYK, the palette also includes comparable RGB values, hex codes, and PMS colors for your convenience:


 **Navy: C=100, M=100, Y=0, K=0**

Comparable Colors:

R=46, G=49, B=146

HTML #2E3192

PMS 2746 CP


 **Pink: C=0, M=100, Y=0, K=0**

Comparable Colors:

R=236, G=0, B=140

HTML #EC008C

PMS Magenta CP

 **Teal: C=83, M=22, Y=45, K=2**

Comparable Colors:

R=0, G=148, B=146

HTML #009392

PMS 7716 CP

For more information about these color spaces, see “How to Use the Artwork” at www.ovc.gov/ncvrw2018.



Developing Your Campaign: Partnerships & Strategies

Sample tools, resources, and ideas for developing and collaborating on an awareness campaign:

- Sample Proclamation
- Notable Quotables
- Presentation Tips (*including 2018 NCVRW PowerPoint template*)
- Extend Your Reach through Partnerships
- Ideas for Special Events
- Sidebar: Theme Video in Action
- Commemorative Calendar

Communicating Your Message: Media Tips and Tools

Sample tools and information on interacting with the media and reaching your audience:

Crafting an NCVRW Media Plan (with sample plans)

Social Media

- Sample Facebook Posts
- Sample Twitter Posts
- Sample Blog Post
- Other Social Media Platforms

Traditional Media

- Sample News Release
- Sample Letter to the Editor
- Sample Opinion-Editorial
- Sample Public Service Announcements (PSAs)

Working with the Media

- Working with Reporters
- Advocating for Victims with the Media

Landmarks in Victims' Rights and Services

Crime Victims' Rights in America: A Historical Overview

Crime and Victimization Fact Sheets

Brief fact sheets covering trends in crime and victimization:

- Crime and Victimization in the United States
- Crime Trends
- Assault
- Burglary, Robbery, Theft
- Campus Crime
- Crimes Against Older Adults
- Crimes Against Persons with Disabilities
- Driving Under the Influence (DUI)
- Financial Crime
- Hate Crime
- Homicide
- Human Trafficking
- Intimate Partner Violence
- Mass Casualty Shootings
- School Victimization
- Sexual Violence
- Stalking
- Urban and Rural Crime
- Workplace Violence
- Youth Victimization

Additional Resources

- Online Resources
- NCVRW Resource Guide Partners
- OVC Online Gallery



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National Center for Victims of Crime

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