



RESOURCE GUIDE OVERVIEW

Honoring Our Past. Creating Hope for the Future.

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 *2019 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 *2019 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), information on the history of victims' rights in the United States, and practical ideas to *honor the past* of the crime victims movement while *creating hope* for future initiatives and accessible services. Explore and adapt these resources as you plan your public awareness campaign for NCVRW, April 7-13, 2019, and throughout the year.

2019 NCVRW Theme and Theme Colors

The 2019 NCVRW theme—*Honoring Our Past. Creating Hope for the Future.*—commemorates the progress made by all involved in the crime victims' rights movement since its inception alongside the establishment of the President's Task Force on

Victims of Crime in 1982. Since then, landmark legislation (including the Violence Against Women Act of 1994 and the Justice for All Act of 2004) has propelled the movement forward, creating a community with a shared hope for change, healing, resilience, and the rights to be heard and treated with dignity. Now we look to a future of empowered advocates and survivors. New initiatives are emerging that provide specialized care to victims in the most need of services. As we celebrate the progress made by those before us, we look to a future of crime victim services that is inclusive, accessible, and trauma-informed. *We Honor Our Past as we Create Hope for the Future.*

In supporting the theme, this year's design features columns that represent justice, strength, and support for victims, while creating a doorway to recovery and resilience. The rays of light symbolize the bright future that the crime victims field hope to achieve through creating hope. The vibrant **blue, gold, and orange** 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 Event

The National Crime Victims' Service Awards Ceremony, coordinated by the Office for Victims of Crime, will be held at the end of NCVRW 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/ncvrw2019. 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 2019 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 2019 NCVRW 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 NCVRW and throughout the year.

2019 NCVRW Resource Guide Contents

Resource Guide Overview

- 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
- 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 online use. 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
- **Awareness Posters**—on youth and bullying, elder abuse, 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.



How to Use the Artwork

Included with the artwork is information on technical specifications, the color palette, 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)

- 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)

- Youth and Bullying
- Elder Abuse
- Victims' Rights and Services

* A limited number of rolled copies of the 22" x 28" poster are available for a small shipping fee. Details available at www.ovc.ncjrs.gov/ncvrw2019/posters.html.

Theme Palette

Tie in your NCVRW activities and events to those being held across the nation by using the 2019 theme palette. Designed in CMYK, the palette also includes comparable RGB values, hex codes, and PMS colors for your convenience:



Blue: C= 64, M = 50, Y = 0, K =52

Comparable Colors:

R=44, G=61, B=122

HTML #2C3D7A

PMS 7687 C



Gold: C= 0, M = 24, Y = 92, K =0

Comparable Colors:

R=254, G=194, B=20

HTML #FEC214

PMS 1235 C



Orange: C= 0, M = 88, Y = 85, K =7

Comparable Colors:

R=237, G=28, B=36

HTML #ED1C24

PMS 185 C

For more information about these color spaces, see "How to Use the Artwork" at www.ovc.gov/ncvrw2019.



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 2019 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

Additional Resources

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



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