



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 NCVRW and throughout the year.

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Special Announcements

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 12, 2019, 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 2020 National Crime Victims' Service Awards will open in late Spring 2019. 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 (NCVRW) to invite them to speak at your ceremony or to issue an NCVRW proclamation.

National Crime Victims' Rights Week, April 7-13, 2019

- Whereas, in 1982, the President's Task Force on Victims of Crime envisioned a national commitment to a more equitable and supportive response to victims;
- Whereas, this commemorative week celebrates the energy, perseverance and commitment that launched the victims' rights movement, inspired its progress, and continues to advance the cause of justice for crime victims;
- Whereas, crime can leave a lasting impact on any person, regardless of age, national origin, race, creed, religion, gender, sexual orientation, immigration, or economic status;
- Whereas, incorporating communities' existing experts and trusted sources of support into efforts to fully serve survivors will develop a criminal justice system response that is truly accessible and appropriate for all victims of crime;
- Whereas, with the unwavering support of their communities and victim service providers behind them, survivors will be empowered to face their grief, loss, fear, anger, and hope without fear of judgment, and will feel understood, heard, and respected;
- Whereas, serving victims and rebuilding their trust restores hope to victims and survivors, as well as supports thriving communities;
- 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, honoring the rights of victims, including the rights to be heard and to be treated with fairness, dignity, and respect, and working to meet their needs rebuilds their trust in the criminal justice and social service systems;
- 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 offered culturally and linguistically accessible and appropriate services in the aftermath of crime; 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 a better future for all victims and survivors.

Now, therefore, I, as *[Governor/County Executive/Mayor, Other Title]* of *[City/County/Parish/Tribe/State]*, do hereby proclaim the week of April 7-13, 2019, as

Crime Victims' Rights Week

And reaffirm 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 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]*



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 2019 NCVRW theme - *Honoring Our Past. Creating Hope for the Future.*

Perseverance and Resilience

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

- MAHATMA GANDHI (1869 - 1948)

I can be changed by what happens to me, but I refuse to be reduced by it.

- MAYA ANGELOU (1928 - 2014)

In the midst of winter, I found there was, within me, an invincible summer.

- ALBERT CAMUS (1913 - 1960)

Life may try to knock you down, but if you are persistent with your passions and cultivate resilience, grit, tenacity, and endurance, success will come.

- AMIT RAY (1960 -)

You gain strength, courage, and confidence by every experience in which you really stop to look fear in the face.

- ELEANOR ROOSEVELT (1884 - 1962)

Man never made any material as resilient as the human spirit.

- BERNARD WILLIAMS (1929 - 2003)

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

- CHARLES DICKENS (1812 - 1870)

Success is not final, failure is not fatal: it is the courage to continue that counts.

- WINSTON CHURCHILL (1874 - 1965)

Creating Hope

What oxygen is to the lungs, such is hope to the meaning of life.

- EMIL BRUNNER (1889 - 1966)

Where there is no vision, there is no hope.

- GEORGE WASHINGTON CARVER (1864 - 1943)

While there's life, there's hope.

- MARCUS TULLIUS CICERO (106 - 43 BC)

Everything that is done in this world is done by hope.

- MARTIN LUTHER (1483 - 1546)

Hope is like a road in the country; there was never a road, but when many people walk on it, the road comes into existence.

- LIN YUTANG (1895 - 1976)

Imagining the Future

Learn from yesterday, live for today, hope for tomorrow. The important thing is not to stop questioning.

- ALBERT EINSTEIN (1879 - 1955)

The best way to predict the future is to create it.

- ABRAHAM LINCOLN (1809 - 1865)

The future belongs to those who believe in the beauty of their dreams.

- ELEANOR ROOSEVELT (1884 - 1962)

There is nothing like a dream to create the future.

- VICTOR HUGO (1802 - 1885)

Voyager, there are no bridges, one builds them as one walks.

- GLORIA ANZALDÚA (1942 - 2004)



PRESENTATION TIPS

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

- Speak with your colleagues and research nearby media outlets for local crime trends.
- Check the FBI'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 its website for any state or local data they may have published.
- 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 2019 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, consider 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 NCVRW—*Honoring Our Past. Creating Hope for the Future.*—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 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:¹

- **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.

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



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 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 2019 NCVRW Theme Artwork is available to use, as well as the 2019 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 2019 NCVRW Theme Video.)
- **Spelling and Grammar:** Use spell check and proofread your slide 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.

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. 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. Let them know if they may share details of the presentation on social media.
5. Practice, practice, practice.

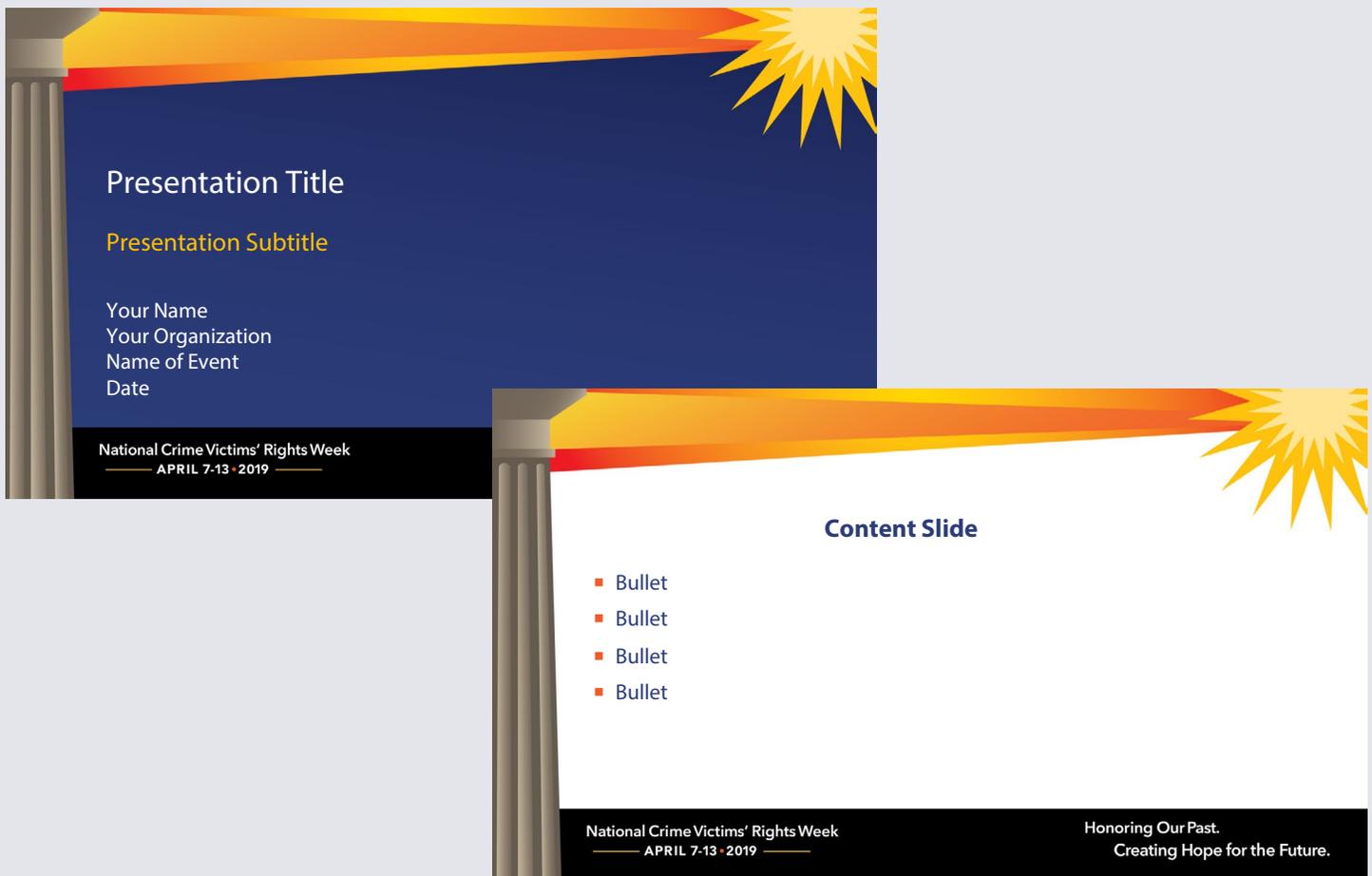
Prepare the Room

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 hard copy.



Sample PowerPoint Template

Accompanying this section is a sample PowerPoint template featuring the 2019 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/ncvrw2019, along with a range of other theme artwork files.



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, 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 National Crime Victims' Rights Week (NCVRW), and the creation of the Victims of Crime Act and 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. The *2019 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 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 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. 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:** 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 to hang posters, collect donation items, and host events. These partnerships are important to developing lasting community engagement.

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 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. 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, 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 NCVRW to motivate, strengthen, and launch partnerships in your community.

Community Partner Ideas

Allied Professionals

- Law Enforcement Professionals
- Prosecutors
- 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 Older Adults and People 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



IDEAS FOR NCVRW SPECIAL EVENTS

Each year, communities throughout the country develop a variety of creative ways to commemorate National Crime Victims' Rights Week (NCVRW). 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 has the opportunity to 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, the awards are selected based on criteria including collaboration, innovation, community impact, media involvement, and experience with victims' issues. As you plan your 2019 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://cap.navaa.org> and sign up for the mailing list to receive information about 2020 opportunities.)

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Advertising Campaigns

- The **Mobile County District Attorney's Office** in Alabama organized a mass print campaign, ranging from billboards to NCVRW-themed pizza box stickers. The DA's Office also distributed posters to churches, restaurants, and grocery stores, and placed easels advertising NCVRW in the Government Plaza downtown. The skyline downtown was also illuminated with the NCVRW theme colors.
- The **Pinal County Attorney's Office, Victim Services**, in Florence, Arizona, in conjunction with the City of Florence and the Maricopa Police Department, hung 12 banners throughout Florence, rented a billboard on the interstate between Phoenix and Tucson, and distributed 2,300 NCVRW-themed coasters to 10 local businesses.



- The **Broward Victim's Rights Coalition** in Fort Lauderdale, Florida, promoted NCVRW events through 15-second ads that played at movie theaters. The coalition also distributed NCVRW-themed bookmarks and ecofriendly shopping bags.
- **Remedies Renewing Lives** in Rockford, Illinois, ran a bus advertising campaign on the local 211 phone number and distributed domestic violence awareness pins and phone wallet carriers during community events.
- The **Iowa Attorney General's Office Crime Victim Assistance Division** in Des Moines distributed 20,000 coffee cup jackets that included the NCVRW theme, logo, colors, and information about the Crime Victim Assistance Division and the Iowa Victim Service Call Center.
- The **S.O.S Shelter, Inc.** in Endicott, New York, created brochures specifically for LGBTQ and older adult victims, which were distributed to 25 nonprofits and businesses that work closely with these populations. Facebook ads of staff wearing NCVRW t-shirts were also created.
- The **North Dakota Department of Corrections and Rehabilitation Victim Services Program** in Bismarck organized a mass media campaign including two billboards, 15- and 30-second radio ads, social media advertising, online and print newspaper ads, and daily emails to staff around the state. State public safety employees and city, county, and state agencies were given NCVRW-themed stickers.
- **North Central Victim Services** in Philadelphia, Pennsylvania, launched a social media campaign in which individuals wearing NCVRW-themed buttons answered the question, "Why are you a voice against violence?" in videos. Posters were distributed to local businesses, faith-based and community organizations, police departments, and schools.
- The **South Carolina Department of Probation, Parole and Pardon Services** in Columbia printed posters of the South Carolina Victims' Bill of Rights and distributed them to 372 high schools, libraries, courthouses, police stations, churches, convenience stores, fast food restaurants, and gas stations throughout the state. The Department also distributed 500 of these posters in Spanish to counties with the highest percentage of Spanish-speaking residents.
- **Wisconsin Victim Witness Professionals** in Alma issued a press release informing citizens of NCVRW and a campaign to distribute 25,000 awareness bracelets across the state that were printed with "Reach All Victims: April 8-14, 2018." County programs and victim witness coordinators helped to distribute the bracelets.
- The **Vanderburgh County Prosecutor's Office** in Evansville, Indiana, collaborated with local victim service agencies to honor NCVRW with a multifaceted community celebration promoted through television advertising, posters, social media posts, and NCVRW-themed stadium cups and magnets distributed at the courthouse and at other events.

Art Displays, Video Screenings, and Cultural Events

- The **Kings County District Attorney Victim Witness Program** in Hanford, California, hosted a ceremony where a quilt was unveiled that was made by families who had lost loved ones to homicide, a high school choir sang, and two survivors shared their stories. A short film was shown that featured events from previous ceremonies and words of encouragement and support from county officials.



- The **Equality Michigan Department of Victim Services** in Detroit held community resource fairs, where it encouraged individuals to create a quilt square in memory of someone they had lost to crime. The squares will be sewed into a quilt and will be displayed during NCVRW 2019.
- **Wynona's House** in Newark, New Jersey, held an event that featured a poetry reading and spoken word performance and short interactive plays about homicide, robbery, and sexual assault. A licensed clinician was available for anyone who wanted to debrief after the event.
- The **Salt Lake Area Domestic Violence Coalition** in Utah unveiled "Voices of Hope and Survival," an exhibit featuring art and writing made in community workshops and additional informational displays on NCVRW. The exhibit included paintings, creative writing pieces, a short film, and a Clothesline Project.
- In Denver, the **Colorado Organization for Victim Assistance** created a seven-minute video that highlighted the needs of some of the most vulnerable crime victims, including the LGBTQ, immigrant, and Latino communities. The video also raised awareness of the difficulties that male victims face. It played at Denver's annual NCVRW event and was also posted on social media.
- The **Women's Transitional Living Center** in Fullerton, California, constructed an outdoor art display consisting of three dining room tables with missing place settings, representing individuals who had been lost to crime. Name cards at each empty seat told the details of a particular victimization story. Centerpieces on the table gave information about victim services or displayed art.
- The **Christian League for Battered Women/ Tranquility House** in Cartersville, Georgia, worked with the District Attorney's Office and a local theater group to make a 60-second video discussing child abuse, drug abuse, and domestic violence. The video played at a local movie theater for five weeks as a pre-show feature.
- In Troy, **Mothers Against Drunk Driving Michigan** held a contest to design t-shirts with the NCVRW theme and colors, and the winning shirt was printed and distributed at a resource fair. The organization encouraged students and those who suffer from PTSD and grief to submit entries.
- The **Kaw Nation Family Trauma Healing Center** in Kaw City, Oklahoma, showed a documentary about two underage girls who were sexually assaulted on camera and the impact it had on their lives and the ripple effects on families, friends, schools, and communities. Afterwards, there was an awards ceremony and a discussion about the film.
- The **Utah Office for Victims of Crime** in Salt Lake City, Utah, collaborated with victim service providers, community organizations, other government agencies, and tribal councils to present a youth art show at the Utah Museum of Contemporary Art, where 10 children's art pieces were displayed for a month. The group also hosted a multicultural night with music, dancing, and art, as well as an NCVRW kickoff event at a Utah Grizzlies hockey game.

Award and Recognition Ceremonies

- **Victims for Justice** in Anchorage, Alaska, hosted an awards ceremony honoring victims and victim service providers in both the justice system and in the community. It was attended by local business owners, government officials, and members of the public.



- The **Crime Victims Assistance Association of Arkansas** in Little Rock organized an awards ceremony that recognized individuals, agencies, and victims in the community. It also included a forum with a panel discussion, a presentation, and a viewing of the NCVRW Theme Video.
- The **Lake County State’s Attorney’s Office** in Waukegan, Illinois, organized a public event called “Creating a More Inclusive Lake County,” which included an awards ceremony recognizing community leaders and a viewing of the Oscar-winning short film *Sing*. Breakout sessions and a question and answer panel concluded the event.
- The **Kentucky Office of the Attorney General Office for Victims Advocacy** in Frankfort held a Victims’ Rights Day of Commemoration in the capitol building with an awards ceremony, a survivor art exhibit, and distribution of printed materials pertaining to NCVRW.
- The **Saginaw Police Department** in Saginaw, Michigan, began NCVRW with an event at city hall where individuals were honored with awards, a survivor spoke, and a proclamation was read.
- **Legacy House** in Indianapolis, Indiana, organized eight community events throughout the week in conjunction with five universities, a high school, and seven nonprofits. The events included a ROCC-a-thon (Reaching Out to Citizens Affected by Crime) with 20 rocking chairs, a floating lantern display, a candlelight vigil, and a trauma-focused yoga class.
- The **Office of the State’s Attorney for Baltimore City** in Maryland organized a weeklong open house in its downtown Victim/Witness Waiting Room. Staff offered tours of the newly renovated facility and distributed bilingual brochures on victims’ rights.
- The **L.U.K. Crisis Center, Inc.** in Fitchburg, Massachusetts, organized a “COMMUNITY Voices” event, including a resource fair, a candlelight vigil with a moment of silence, and a survivor panel discussion.
- The **Las Vegas Metropolitan Police Department** in Nevada worked with the Community Coalition for Victims’ Rights to host an open house at the new Southern Nevada Family Justice Center. There were bilingual workshops focusing on victims’ rights and services and journaling workshops for survivors.
- The **Winner Resource Center for Families** in South Dakota organized a two-day event called the “Crime Victims’ Rights Week Cruise for Awareness,” where victim advocates traveled to six area communities to distribute crime victims’ rights cards, brochures, and other information to businesses and the general public on the street.
- The **Henderson County HELP Center, Inc.** in Athens, Texas, organized several events during NCVRW, such as a proclamation signing, a “Lights Out Against Crime” event with wooden silhouettes representing victims illuminated in NCVRW colors, a Clothesline Project, and a community event at the county arboretum with a butterfly release.

Community Awareness and Engagement Events

- **GABRIELA Washington, DC**, organized an event called “Rise for Rights & Dignity,” which featured testimony from survivors of domestic abuse, human trafficking, and state violence. The event also included educational programs and an art and writing workshop, and participants and survivors made a handprint mural.
- **Safe Haven Transitional Inc.** in Conley, Georgia, partnered with a local community college and law enforcement to hold a panel discussion, a memorial ceremony, a poster and essay contest, and workshops at the local library.



Resource Fairs and Education

- The **Pyramid Lake Paiute Tribe-Victim Services Program** in Wadsworth, Nevada, organized a variety of events on its reservation, starting with a presentation on missing and murdered indigenous women with speakers from the tribal council, victim services, and law enforcement. Later in the week, survivors were provided flowers to lay on the graves of loved ones lost to violence.
- The **Oregon Department of Justice, Crime Victims' Services Division**, in Salem distributed 600 NCVRW-themed t-shirts to 80 different programs throughout the state. The t-shirt message promoted the three tenets of victims' rights: to be heard, be informed, and be present. Recipients were encouraged to post photos of themselves wearing the t-shirts on social media.
- The **Shafer Center for Crisis Intervention** in Hattiesburg, Mississippi, partnered with local police and victims service providers to challenge local businesses and offices to wear provided NCVRW-themed t-shirts together in unity. More than 40 groups participated, and many photos of the "challenge day" were shared on social media.
- The **Office of the State Attorney 20th Judicial Circuit, Victim Services Unit** in Fort Myers, Florida, hosted an awareness event at a local park, where a survivor read a poem prior to a butterfly release. A special song was performed, and bagpipes were played.
- The **Webb County Sheriff's Office** in Laredo, Texas, collaborated with victim service providers, faith-based groups, and criminal justice system agencies to hold five events during NCVRW. These included a memorial service, a candlelight vigil, and a proclamation ceremony, and information booths were set up in churches and hospitals.
- The **Community Advocates for Family & Youth in Capitol Heights**, Maryland, hosted a Unity Day event, which included a resource fair with speakers and giveaways. Prior to the event, the organization released 30-second ads that played in movie theaters and distributed print materials to local groups.
- **Destined to Win Ministries** in Winterville, North Carolina, organized a community-wide resource fair to highlight local crime victim services and conclude NCVRW. Flyers, event calendars, and a list of criminal and juvenile justice resources were distributed earlier in the week.
- The **Ramah Navajo School Board, Inc. - Behavioral Health Services** in Pine Hill, New Mexico, hosted an all-day event that included presentations on active shooter situations, human trafficking, and crime within the Navajo Nation. Later in the week, the organization held another educational event for children at a school that highlighted safety, wellness, education, and available victim services.
- The **Sequoyah County Sheriff's Office** in Sallisaw, Oklahoma, organized a Victims' Rights Awareness Street Fair where victims' rights advocates spoke. There were also information booths staffed by the District Attorney's Office, victim services agencies, mental health agencies, and first responder/law enforcement organizations.
- The **Puerto Rico Health Justice Center - San Juan Bautista School of Medicine** in Caguas hosted a community event at a local mall where victim service organizations and agencies that represent LGBTQ individuals, older adults, immigrants, and people with disabilities conducted short educational sessions. A card with information about victims' rights was distributed.



- The **Cameron County District Attorney’s Office Crime Victims Unit** in Brownsville, Texas, organized its 13th Annual Crime Victims’ Resource Expo, in which more than 60 local agencies participated. The event was lined with information booths, door prizes were donated by local groups, and a homicide survivor addressed attendees.
- **First Step: A Response to Domestic Violence** in Harrisonburg, Virginia, planned a presentation on sexual assault and child sexual abuse in conjunction with the Domestic Violence Task Force. The organization also hosted a “Make a Difference in Your Community” event that included multiple presentations, an inspirational speaker, and poetry readings.
- The **Monongalia County Victim Assistance Program** in Morgantown, West Virginia, set up interactive information booths on a local college campus, which included trivia games to raise awareness of crime victims’ rights. With help from local attorneys and judges, the organization also held a mock trial to educate the public and accurately portray a court case.
- **Advocates Against Family Violence** in Caldwell, Idaho, organized a candlelight vigil and recognition event where two survivors spoke and a proclamation was signed. Victims, victim witness coordinators, and local law enforcement were honored, and a Scout troop provided a color guard.
- The **Siouxland Human Investment Partnership** in Sioux City, Iowa, with Season’s Center for Behavioral Health and the Community Partnerships for Protecting Children, hosted a celebration of life and a candlelight vigil. Family members were invited to share stories of their loved ones lost to crime.
- The **Alliance for Victims’ Rights** in Reno, Nevada, organized its 25th Annual Candlelight Vigil, where individuals were honored at a ceremony, memorial quilts were on display, a high school orchestra participated, and a survivor spoke to the audience. A memorial plaque, which will hang in a local memorial garden, was dedicated to several families. The organization advertised the event with promotional seed packets.
- The **Mercy Center’s Community Victim Witness Advocacy Program** in Asbury Park, New Jersey, hosted a candlelight vigil in a community with a high crime rate, bringing attention to victims who are sometimes not reached by services. A church choir performed, and several “Champions of Victims’ Rights” awards were presented.
- The **New York City District Attorney’s Office** organized a candlelight vigil in Manhattan where members of the community had the opportunity to share photos of loved ones who were victims of violence. Therapy dogs and mental health representatives were on site, and the vigil was translated into Spanish, Mandarin, and American Sign Language.

Vigils and Memorial Ceremonies

- The **Riverside County District Attorney’s Office** in Riverside, California, organized three separate candlelight vigils across the county. Each included a speaker, a reading of victims’ names, and a presentation of colors. Attendees at each vigil created a paper chain in NCVRW colors to symbolize strength found in unity.
- The **Delaware Center for Justice** in Wilmington planned a crime victims’ rights tribute event in conjunction with a candlelight vigil, which also featured resource tables and a memorial wall display. A survivor gave the keynote address.



- The **Otoe-Missouria Tribe of Indians Domestic Violence/Sexual Assault Program** in Red Rock, Oklahoma, held a memorial ceremony, which included speakers, survivors' stories, and a Native drummers' performance.
- **Family Services of Rhode Island** in Providence worked with the Rhode Island Crime Victim Service Provider Steering Committee to hold a ceremony at the newly enhanced Victims' Grove Park, where state and local officials honored victims and victim service organizations.
- The **Family Refuge Center** in Lewisburg, West Virginia, organized the Beacon of Hope ceremony to recognize individuals who have championed victims' rights at the state and local levels. The Center also organized two candlelight vigils.
- The **Boone County Prosecuting Attorney's Office** in Columbia, Missouri, organized a 5K run/walk and recognition ceremony. The walk featured signs along the route highlighting NCVRW-related statistics, information, and quotes.
- The **New York Crime Victims' Assistance Task Force** in Albany, New York, hosted multiple events throughout the week, including a "Walk a Mile in Her Shoes" event highlighting sexual assault and three Take Back the Night rallies.
- The **Guernsey County Prosecutor's Victim Assistance Program** in Cambridge, Ohio, organized a "Walk a Mile in Their Shoes" event that extended from the local courthouse to a pavilion at the city park. Information booths were set up at the pavilion after the walk, and individuals were encouraged to participate in a "Pay It Forward" campaign to promote acts of kindness.

Walks, Runs, and Rallies

- The **Eighth Judicial District Attorney's Office** in Fort Collins, Colorado, worked with law enforcement and victim advocacy organizations to organize a mile-long awareness walk, which also featured awards and speakers. NCVRW branded water bottles and t-shirts were distributed.
- **Deaf Iowans Against Abuse** in Cedar Rapids, Iowa, held a Heels for Hope mile-long walk as part of a National Crime Victims' Rights Awareness Day that included two deaf keynote speakers.
- The **St. Landry-Evangeline Sexual Assault Foundation** in Opelousas, Louisiana, sponsored the Community Crime Prevention Walk and Rally. The march brought attention to violent crime, highlighting the issue of sexual assault. Participants were provided with educational information.
- The **Abuse and Rape Crisis Center** in Towanda, Pennsylvania, hosted the NCVRW Awareness Walk and Resource Fair, where a survivor of childhood abuse gave the keynote speech.
- The **Clemson City Police Department** in South Carolina organized a "Tutu March," where law enforcement officers, government officials, sororities, fraternities, and other members of the community came together raise awareness of their commitment and duty to provide services for all victims of crime equally and without bias.
- The **Trinity Alliance of the Capital Region (Urban Grief)** in Albany, New York, hosted its Walk for Healing along the waterfront, where the organization provided Zumba classes and meditation demonstrations as holistic healing approaches to crime-related trauma.



- The **Forensic Nursing Cheyenne Regional Medical Center** in Wyoming worked with local law enforcement and victim service providers to organize the 5K Victims' Rights Run and resource fair. A local prosecutor addressed the crowd, and McGruff, the crime prevention dog, paid a visit.
- **Trails West CASA** in Ogallala, Nebraska, held the Crime Victims' Rights Memorial Walk, which included a tree planting and dedication ceremony.
- **Crime Stoppers of Michigan** in Southfield organized the Crime Victim Awareness Walk and bike ride. Artwork by local elementary school students was featured on luminaries lining the path.
- The **American Association of University Women Marion Branch** in Marion, Alabama, hosted a student essay contest with the theme, "Expanding the Circle of Safety in Our School and Community." Participants were recognized during a candlelight vigil on the courthouse square.
- **Community Action of Greene County, Inc.**, in Catskill, New York, organized a variety of events and activities during NCVRW, including co-hosting a Clothesline Project at a local community college with a "Survivor Speak-out," a self-defense class, and a resource fair.
- **Opportunities for Otsego Violence Intervention Program** in Oneonta, New York, addressed violent crime with a "What Were You Wearing?" art exhibit created by student sexual assault survivors to address rape myths, an "Empty Space at the Table" exhibit displayed at a local college for those lost to domestic violence, and mobile life-size silhouettes of crime victims called the "Silent Witness Project."

Youth and College Engagement

- The **Network for Victim Recovery of DC** in Washington, DC, organized a youth soccer tournament where NCVRW-themed soccer balls, t-shirts, and water bottles were distributed along with brochures about crime victim service organizations. A dance and theater presentation about youth violence was also part of the organization's activities.
- The **Domestic Violence Association of Central Kansas** in Salina organized a family festival where children talked to a police officer, explored a fire truck, and learned about personal space and healthy boundaries through hula-hooping. There was also an egg hunt that focused on safety tips.
- In addition to a ribbon campaign, the **Support Within Reach Sexual Violence Resource Center** in Bemidji, Minnesota, distributed wristbands that said "Not Violent, Not Silent #CVRW" to schools in the area.



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 2019 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 and creating innovative solutions in the future.

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.
- Include the one-minute Theme Video clip at the beginning of a locally produced 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—*Honoring Our Past. Creating Hope for the Future.*
- Project the Theme Video on a large screen to run in a loop before and after your NCVRW events.

Presentations

- Using the one-minute Theme Video clip as a starting point, create a customized video that includes personal accounts by local victims and survivors. Offer the 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/ncvrw2019.



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 to honor the work of those in the victim services field and create hope for the future.

The Office for Victims of Crime 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. 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. 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 Slavery and Human Trafficking Prevention Month

Office for Victims of Crime
800-851-3420
www.ovc.gov/trafficking

National Stalking Awareness Month

National Center for Victims of Crime
202-467-8700
www.victimsofcrime.org/nsam

Tax Identity Theft Awareness Week

January 28–February 1, 2019
Federal Trade Commission
877-FTC-HELP (877-382-4357)
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
424-265-7346 (Los Angeles)
202-849-6289 (Washington, DC)
www.breakthecycle.org/teenDVmonth



March

National Consumer Protection Week

March 3-9, 2019

877-FTC-HELP (877-382-4357)

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

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

Sexual Assault Awareness Month Day of Action

National Sexual Violence Resource Center

April 2, 2019

877-739-3895

www.nsvrc.org/saam/day-of-action

National Crime Victims' Rights Week

Office for Victims of Crime

Office of Justice Programs

U.S. Department of Justice

April 7-13, 2019

800-851-3420

www.ovc.gov/ncvrw

National Youth Violence Prevention Week

National Association of Students Against Violence

Everywhere

April 8-12, 2019

866-343-SAVE (866-343-7283)

<http://nationalsave.org/nyvpw>

Global Youth Service Days

Youth Service America

April 12-14, 2019

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, 2019

312-988-5720

www.lawday.org

National Correctional Officers' and Employees' Week

American Correctional Association

May 6-12, 2019

800-222-5646

www.aca.org

National Police Week

Concerns of Police Survivors

May 12-18, 2019

573-346-4911

www.policeweek.org

www.nationalcops.org

National Peace Officers' Memorial Day

Concerns of Police Survivors

May 15, 2019

573-346-4911

www.policeweek.org

www.nationalcops.org

National Missing Children's Day

National Center for Missing and Exploited Children

May 25, 2019

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, 2019
855-500-3537
<https://ncea.acl.gov/>

July

Pretrial, Probation, and Parole Supervision Week

American Probation and Parole Association
July 21-27, 2019
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 8-14, 2019
202-237-2280
www.suicidology.org

World Suicide Prevention Day

International Association of Suicide Prevention
September 10, 2019
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, 2019
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, 2019
www.hispanicheritagemonth.gov

National Day of Remembrance for Murder Victims

National Organization of Parents of Murdered Children
September 25, 2019
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 Cybersecurity Awareness Month

U.S. Department of Homeland Security
202-282-8000
www.dhs.gov/national-cyber-security-awareness-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, 2019
805-373-9977
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

Mothers Against Drunk Driving

November 1, 2019–December 31, 2019

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

www.madd.org/the-solution/drunk-driving/tie-one-on-for-safety

Survivors of Suicide Loss Day

American Foundation for Suicide Prevention

November 23, 2019

212-363-3500

<https://afsp.org/find-support/ive-lost-someone/survivor-day>

December

National Impaired Driving Prevention Month

Mothers Against Drunk Driving

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

www.madd.org

