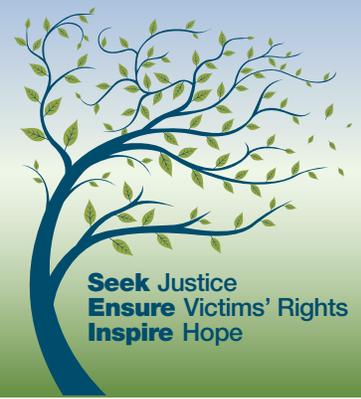


Resource Guide

Developing Your Campaign: Partnerships and Strategies



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

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

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

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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 24, 2020, in Washington, D.C., 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 2021 National Crime Victims' Service Awards may open as early as spring 2020. For criteria, applications, and more, visit <https://ovcncvrw.ncjrs.gov/awards/default.html>.

SAMPLE PROCLAMATION

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

National Crime Victims' Rights Week, April 19–25, 2020

- Whereas the victims' rights movement has resulted in the passage of laws at the local, state, and federal levels that established essential rights for victims;
- Whereas crime victims' rights acts passed here in *[state name]* and at the federal level have provided victims with ways to participate meaningfully throughout the criminal justice process;
- Whereas the rights of crime victims are best protected when all participants in the criminal justice process—not only victims—are appropriately educated about victims' rights;
- Whereas supporting victims of crime is crucial to the U.S. justice system because our support honors the experiences of victims and allows them to find autonomy and empowerment through achieving self-defined goals;
- Whereas we must help victims access the justice, assistance, and support they need to rebuild their lives;
- Whereas advocacy by and for victims of crime is itself a form of seeking justice, no less than justice sought in the courts;
- Whereas the accomplishments of the victims' rights movement—achieved through compassion and collaboration, and built on the courageous advocacy of individual victims and their families across the country—inspire in us hope for future progress and greater healing;
- Whereas we are determined to respond to crime and violence by helping victims find not only support, recovery, and justice, but also a sense of hope for their future;
- Whereas National Crime Victims' Rights Week provides an opportunity to recommit to ensuring that accessible, appropriate, and trauma-informed services are offered to all victims 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 service providers, and bringing hope and healing to 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 19–25, 2020, as

Crime Victims' Rights Week

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

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



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NOTABLE QUOTABLES

A key National Crime Victims' Rights Week (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 2020 NCVRW theme.

The Pursuit for Justice

In matters of truth and justice, there is no difference between large and small problems, for issues concerning the treatment of people are all the same.

– Albert Einstein (1879–1955)

Justice consists not in being neutral between right and wrong, but in finding out the right and upholding it, wherever found, against the wrong.

– Theodore Roosevelt (1858–1919)

Human progress is neither automatic nor inevitable . . . every step toward the goal of justice requires sacrifice, suffering, and struggle; the tireless exertions and passionate concern of dedicated individuals.

– Martin Luther King, Jr. (1929–1968)

Justice is the constant and perpetual will to allot to every man his due.

– Domitius Ulpianus (170–223)

Until the great mass of the people shall be filled with the sense of responsibility for each other's welfare, social justice can never be attained.

– Helen Keller (1880–1968)

Inspiring Hope

There is no medicine like hope, no incentive so great, and no tonic so powerful as expectation of something tomorrow.

– Orison Swett Marden (1850–1924)

Once you choose hope, anything's possible.

– Christopher Reeve (1970–2004)

Just as despair can come to one only from other human beings, hope, too, can be given to one only by other human beings.

– Elie Wiesel (1928–2016)

Out of difficulties grow miracles.

– Jean de la Bruyère (1645–1696)

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

– Martin Luther (1483–1546)

Most of the important things in the world have been accomplished by people who have kept on trying when there seemed to be no hope at all.

– Dale Carnegie (1888–1955)

Hope is important because it can make the present moment less difficult to bear. If we believe that tomorrow will be better, we can bear a hardship today.

– Thich Nhat Hanh (1926–)

Advocating for Victims' Rights

We are way more powerful when we turn to each other and not on each other, when we celebrate our diversity . . . and together tear down the mighty walls of injustice.

– Cynthia McKinney (1955–)

If you ever feel like you're just one person trying to change something, I promise there are hundreds, thousands, if not millions of people out there who feel the same way as you, who want to make a difference.

– Saira O'Mallie (1980–)

We are not to simply bandage the wounds of victims beneath the wheels of injustice, we are to drive a spoke into the wheel itself.

– Dietrich Bonhoeffer (1906–1945)

For too long, the victims of crime have been the forgotten persons of our criminal justice system.

– Ronald Reagan (1911–2004)



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.

Getting started on a presentation can be daunting. You may find it helpful to break down the project into smaller tasks, and dive in wherever you're most motivated. Or start by speaking with your colleagues and researching nearby media outlets for local crime trends. You can also check the FBI's Uniform Crime Reporting Crimes in the United States reports at www.fbi.gov/services/cjis/ucr to see if your local area is included; or refer to the Statistical Analysis Center map at www.jrsa.org/sac to review any state or local data that may have been published. The Bureau of Justice Statistics' reports, Crime Victimization, 2018 and Victim Service Providers in the United States, 2017, also provide crime victim data that can inspire the focus of your presentation.

The following presentation tips can help you clarify your goals, tailor your message to your audience, and choose the best approach. This section also includes a PowerPoint template featuring the 2020 NCVRW theme and artwork for you to customize. Before you know it, you'll have crafted an inspiring presentation that will educate and motivate your audience.

Preparing for Your Presentation

Audience

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

1. **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?

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

Message

Determine the overall message of your presentation based on your audience and the topics you've been asked to address. What do you want your audience to take away from the presentation? Decide on your theme before you begin outlining, writing, or preparing. Think about how your theme relates to this year's theme for NCVRW—*Seek Justice | Ensure Victims' Rights | Inspire Hope*—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.



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1. Opening: Grab your audience's attention.

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

2. Body: Build your presentation around three supporting ideas, placed in a logical pattern that leads to a clear conclusion. Your topic will determine your pattern. The following are some typical idea development structures¹:

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

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

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

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

- **Design:** Choose a simple, uncluttered design and solid colors. Use the same design on every slide. Use dark text on light backgrounds.
 - **Bullets:** Limit yourself to six bullets per slide, and no more than eight words per bullet.
 - **Font:** Use sans-serif fonts (e.g., Arial, Verdana) for readability. Avoid using all uppercase letters, except for titles, and use italics sparingly.
 - **Font size:** Use at least 24-point type.
 - **Graphics, charts, and photos:** Use simple graphics and photos that are visible to the audience. (The 2020 NCVRW theme artwork is available to use, as well as the 2020 NCVRW PowerPoint template.)
- **Animation:** Limit the use of animation and sound effects.
- **Video:** Use video sparingly, and only to support the theme; embed your videos into PowerPoint rather than stream them from the Internet. (See "Theme in Action" for ideas on how to use the 2020 NCVRW Theme Video.)
- **Spelling and grammar:** Use spell-check and proofread your slides several times.
- **Preview:** Preview the presentation in its entirety before delivering.



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

Communicating Effectively

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

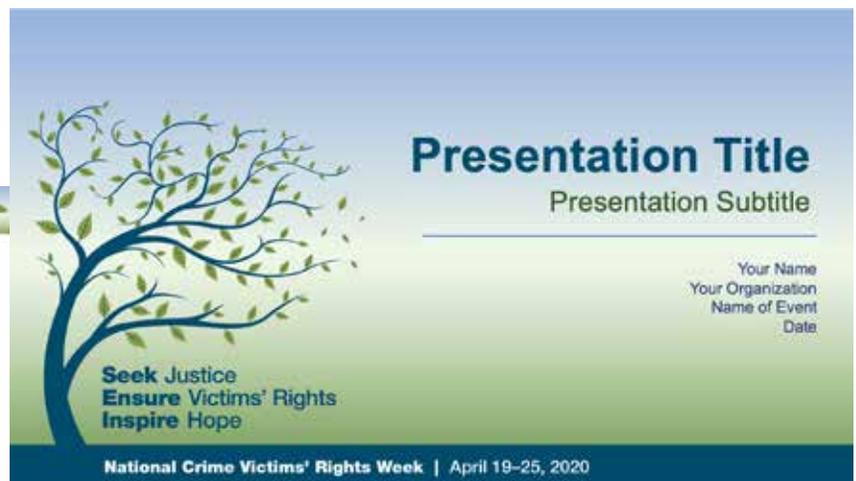
1. Speak in a positive, warm tone.
2. Smile and make eye contact with the audience.
3. Avoid physical mannerisms and gestures.
4. Set expectations by telling the audience whether you would like them to ask questions throughout the presentation or at the end. Let them know if they may share details of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

Prepare the Room

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

Sample PowerPoint Template

Accompanying this section is a sample PowerPoint template featuring the 2020 NCVRW theme and design. Use the template to prepare and customize your own NCVRW PowerPoint presentations. Images of the master title and content slides appear on this page. The PowerPoint file is available for download on the NCVRW website, www.ovc.gov/ncvrw2020, along with a range of other theme artwork files.



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EXTEND YOUR REACH THROUGH PARTNERSHIPS

The power of partnerships launched the crime victims' rights movement and the achievements we celebrate every year. Families of murdered children 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 (NCVWR), 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.

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

Once your organization decides to participate in NCVWR events, identify potential partners within your community. Contact them right away, and explore ways to partner for NCVWR. Ask businesses, civic organizations, faith communities, professional associations, and other partners to lend their skills, resources, and staff time to your NCVWR 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 for 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 NCVWR or other events. Some partnerships, like multidisciplinary teams, require ongoing interaction and collaboration throughout the year, while others serve as a resource or consultant for one another if they are unsure how to proceed in a particular situation. When building a new partnership, consider what will be helpful for the community, beneficial for the staff involved, and sustainable in the future. Here are a few suggestions on ways to create hope in your community now and in the future:

- **Expand your network.** Partnering with organizations that work with specific communities is an opportunity to learn about other cultures, understand the barriers faced by victims, implement trauma-informed practices, and improve the cultural sensitivity of your organization.
- **Build a multidisciplinary response team.** Multidisciplinary response teams often focus on victims of a particular type of crime, such as victims of sexual assault, victims with disabilities, or victims of child abuse. Team activities can include, but are not limited



to, cooperative responses to emergency calls, meetings between partners to discuss recent cases, and joint decisions in the interests of children, older adults, and adults with cognitive disabilities.

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

Step 3: Build Partnerships

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

- **Think about the people you serve:** Consider the services your organization provides to victims, as well as your organization's role and reputation in the community. How can they benefit from this partnership? How can your organization grow and learn as a result of this partnership?

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



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- **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, designating a leader can support effective communication and help the team stay on

schedule. However, this leader is not solely responsible for the outcome of the partnership. Set ground rules and establish protocols. Provide formal and informal communication with the public and the media as appropriate and necessary.

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

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



IDEAS FOR 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, funds are awarded to help communities create their own projects based on criteria including collaboration, innovation, community impact, media involvement, and experience with victims' issues. As you plan your 2020 activities, be inspired by last year's projects and look for ways to honor the history of victim services and create hope for our future initiatives. (See <https://navaa.org/community-awareness-project> and join the NCVRW subscription list to receive information about 2021 funding opportunities.)

Advertising Campaigns

- The Alaska Native Justice Center developed and distributed brochures with information about victims' rights and victim resources, tote bags, bookmarks, and bracelets that featured the NCVRW theme colors and the center's theme, "Voices for Justice."
- In Indiana, the Albion Fellows Bacon Center displayed digital billboards and yard signs, and distributed information/resource cards and giveaways such as coasters, lip balm, phone sleeves, and magnets. Information tables were set up in the courthouse and at universities, businesses, and restaurants; and table

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Vigils and Memorial Ceremonies

Youth and College Engagement

tents providing information about local and national victim service agencies were displayed on school lunch tables and in businesses, restaurants, and bars. Law enforcement officers were given information cards to distribute that listed local resources and victims' rights.

- Amani Community Services—which provides culturally specific services to victims of color in Eastern Iowa—created a television commercial to encourage victims of color to reach out for assistance and to inform them that there is assistance available to help them navigate the justice system. The commercial featured victims of color speaking about the crime they endured, and advocates of color speaking about the rights and services available. The television commercial was aired by a primetime network from April 1–14.
- Asian American Community Services created five informational graphics and posted them on Facebook, Instagram, and Twitter daily during NCVRW. Each day covered a different topic of interest to victims: the Ohio Crime Victims' Assistance Program, Marsy's Law, Ohio's Safe at Home Program, victims' immigration rights, and workers' rights.
- Crime Victim Services of Allen and Putnam Counties in Ohio collaborated with the local television station to create a public service announcement that included the NCVRW theme and information about the Marsy's Law constitutional amendment, which expanded



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the rights and services of victims. They also created NCVRW-themed fliers and posters on victims' rights and services that were placed in local businesses and county offices.

- In Georgia, the Cherokee County Sheriff's Office, in collaboration with the District Attorney, the Office of the Solicitor General, and the Domestic Violence Task Force, distributed informative bookmarks to community libraries and pocket mirrors to local hair salons for their patrons.
- Day One, whose mission is to reduce the prevalence of sexual abuse and violence, produced an ad to raise awareness about the prevalence of crimes against children, which ran before the previews in movie theaters throughout Rhode Island for two weeks. Day One also used Facebook ads to help spread awareness of crimes against children.
- Destined to Win Ministries, a faith-based victim service organization in Hampton, Virginia, promoted NCVRW activities by running an ad in the local newspaper, posting the NCVRW Theme Video on various social media outlets, and producing a radio announcement that aired five times per day for 4 days. They also distributed event calendars, fliers, posters, display banners, brochures, and directories of criminal and juvenile justice resources to the public.
- The Douglas County District Attorney's Office in Georgia conducted a mass media campaign that included running ads in monthly news publications and in the local newspaper; producing a public service announcement, which was shown in the lobby and on all screens in the local movie theater; and posting the public service announcement and information about NCVRW activities on Facebook. They also distributed information cards on NCVRW, victims' rights, and the services available in various locations throughout the county.
- In Arizona, the Maricopa Police Department implemented a mass media campaign for NCVRW. After the city mayor proclaimed NCVRW at a city council meeting, the Maricopa Police Department kicked off a media blitz promoting NCVRW through social media (Facebook, Twitter, and the city website), press releases, and ads in the local newspaper. A billboard promoting NCVRW was also placed in a prime location to be seen by people commuting to the city.
- In Georgia, liveSAFE Resources created an informational video and a 60-second public service announcement on crime victims' awareness and rights that were used for promotional and educational purposes before, during, and after NCVRW. The District Attorney's Office used the video to promote NCVRW along with Sexual Assault Awareness Month activities. The video and PSA were added to the agency's Facebook page and website.
- The Crime Victim Assistance Division (CVAD) of the Iowa Attorney General's Office partnered with victim services programs and businesses to promote victims' rights. They distributed window decals that displayed the NCVRW theme, the phone number of the Iowa Victim Service Call Center, and the URL for the CVAD website. The decals also stated "Share your story with us using #NCVRW19Iowa," encouraging survivors, advocates, and others to reflect on their past, while also looking to the future. The decals, available in English and Spanish, were distributed by victim service programs across the state to local businesses and organizations so they could be displayed on their windows, restroom mirrors, and other applicable surfaces.
- The Domestic Abuse Intervention Service of Madison, Wisconsin, purchased lip balm tubes with the NCVRW theme and theme design on the outside and resources for victims on the inside. They collaborated with community partners, first responders, and healthcare organizations to distribute the tubes during NCVRW.
- Iowa Safe Schools purchased koozies imprinted with the NCVRW logo and information on the Iowa Crime Victim Hotline and distributed them to local bars, restaurants, Gay-Straight Alliances, and lesbian, gay, bisexual, transgender, and queer (LGBTQ) organizations. They also purchased billboards in areas



frequented by LGBTQ individuals, which featured the NCVRW theme and logo as well as the Iowa Safe Schools website address.

- The Los Alamos Police Department enhanced the public's awareness of victims' rights and services through a mass media campaign. NCVRW-themed rack cards and posters listing resources for victims were installed on 20 transit buses in the county. Drivers on the transit bus system actively promoted NCVRW to passengers and encouraged people to take or at least look at the rack cards. The rack cards were also provided to the New Mexico Park and Ride Motor Coaches and distributed throughout the county to various locations, such as libraries, counseling agencies, and local hospitals.
- The Lake County State's Attorney's Office in Florida conducted a community outreach campaign that began several weeks before NCVRW with a press release informing the community about NCVRW events and introducing the week's theme. The community outreach campaign also included social media advertisements and the distribution of printed NCVRW materials and the Victims' Bill of Rights at stores, libraries, community agencies, and outreach events.
- The Nebraska Commission on Law Enforcement and Criminal Justice rented six billboards in the most high-traffic areas of Nebraska nearest to underserved populations. They also staffed resource tables to distribute pamphlets from various victim-serving organizations, as well as pens and magnets with website and statewide resources.
- The North Dakota Department of Corrections and Rehabilitation Victim Services Program promoted NCVRW with a mass media advertising campaign throughout the state. It included print and online newspaper ads, social media posts, 30-second radio commercials, daily email blasts of facts and information from the NCVRW Resource Guide, and customized NCVRW stickers, which were distributed to law enforcement, parole and probation officers, colleges and universities, and community victim advocate agencies.
- The Northridge Hospital Foundation in California engaged in an extensive mass media campaign by advertising on electronic billboards located on a bus and two cars that continuously displayed a slideshow of messages about victims' rights and services and NCVRW events. At each bus stop, NCVRW volunteers handed out promotional giveaways and printed materials, such as brochures and fact sheets. A different theme was assigned to each day of NCVRW (e.g., human trafficking, domestic violence, sexual assault, elder abuse).
- In Indiana, the Fort Wayne Police Department's Victim Assistance Program conducted a mass media campaign promoting NCVRW. Two digital billboards promoted NCVRW and provided information on victim statistics, rights, and services; and daily mass advertising was done through a local newspaper and an email blast to the local newspaper's subscribers.
- The Rocky Mountain Victim Law Center distributed pocket-size reference guides to district attorney's offices, law enforcement, and advocates throughout Colorado. The guides featured the Victim Rights Act statute and the NCVRW theme, imagery, and colors.
- The South Carolina Department of Juvenile Justice kicked off NCVRW by disseminating victims' rights materials such as posters, palm cards, and calendars to all county offices for distribution to victims of crime. These materials were also distributed at the South Carolina Victims' Rights Week Conference.
- In Michigan, the Saginaw Police Department promoted NCVRW and brought awareness to crime victims' issues by displaying the NCVRW theme and logo on three large billboards in different areas of town, with each including the contact information for the department's Victim Services Unit. NCVRW placemats with contact information for six local victim service providers were distributed to 25 local establishments to use for dining service or to display in windows and on business countertops. The businesses and service providers were also given NCVRW koozies to hand out to patrons or clients.



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Art Displays, Video Screenings, and Cultural Events

- In California, the Hopland Band of Pomo Indians' victim services program held a contest to develop a graphic about crime victims' rights, incorporating the NCVRW theme image and the tribe's logo. They used the winning graphic to develop posters that were distributed to native communities, the local shelter, law enforcement, jails, and medical providers.
- The Essex County Victim Witness Program in Minnesota held an exhibit showcasing artwork done by students that focused on the NCVRW theme, theme image, and theme colors. The artwork was also displayed in public libraries. The program organized a presentation on NCVRW at one of the local schools, and held a Speakers Night where victims of domestic violence could speak with law enforcement and the county attorney.
- The Family Refuge Center, in southwestern West Virginia, hosted a Crime Victims' Rights Coloring/Essay Contest for students. Younger students were given an NCVRW-themed coloring sheet and older students were provided with the NCVRW theme to use in writing an essay or poem. The winning works were displayed at a recognition event. The center also hosted screenings of the movies "The Amendment" and "The Hunting Ground," followed by panel discussions.
- The Monongalia County Victim Assistance Program in Morgantown, West Virginia, and the local police department cohosted a movie night targeted at underserved victim populations. The event featured the movie "Shazam!," an empowering story about a 14-year-old foster child turned superhero. A resource table was set up to distribute promotional materials.
- The Otoe-Missouria Tribe hosted an event called the "Protecting Our Children Honor Powwow" that promoted awareness of crimes against children and youth. Children and youth were honored as guest speakers/special guests to promote NCVRW. Attendees received an NCVRW t-shirt.
- In Albany, New York, the Trinity Alliance of the Capital Region held a screening of the film "Charm City" to generate discussion about violent victimization, trauma, and grief, and the community's power to heal.
- The Utah Office for Victims of Crime hosted an LGBTQ2S+ film night, where they showed the film "Leitis in Waiting" followed by a panel discussion of LGBTQ+ and the Pacific Islander community. They also collaborated with the Utah Museum of Contemporary Art to host a Healing Through Art event that featured a local artist/art therapist who guided participants in creating self-portraits.
- The Women's Center of East Texas displayed two Clothesline Projects during NCVRW to promote and enhance the public's awareness of rights and services for all crime victims.

Award and Recognition Ceremonies

- The Albion Fellows Bacon Center in Indiana held a Celebration of Survivors to honor and remember victims and survivors of crime. Participants were given "wish paper" on which to write a memory "honoring their past and their hope for the future."
- In Massachusetts, the Bristol County District Attorney's Office held two dedication ceremonies, during which benches were placed at the Council on Aging Office and at the local police department. The ceremonies, which featured the NCVRW theme, included speeches from local officials, resource tables highlighting local and state resources for victims, and NCVRW tote bags for attendees.
- The Crime Victims Assistance Association of Arkansas held a Recognition and Victim Rights Forum that included a panel discussion of victims' rights; presentation of awards to individuals, agencies, and victims; and an NCVRW video presentation.



- The Delaware Department of Justice, with support from the Delaware Victims' Rights Task Force, held a proclamation signing with the Governor and partner agencies. The signing included an awards ceremony to recognize outstanding agencies, professionals, and volunteers.
- The Family Refuge Center, in southwestern West Virginia, held a Beacon of Hope Ceremony to kick off NCVRW. Two individuals from each of the four counties were honored as recipients of "Beacon of Hope" awards.
- In Florida, the Fort Myers Police Department partnered with local agencies to hold an NCVRW ceremony that included a butterfly release, guest speakers, a scavenger hunt for kids, and a chance for victims to briefly share something from their journey. The mayor signed an NCVRW proclamation, which was displayed alongside photographs of homicide victims. The chief of police also signed and presented certificates of appreciation to participating volunteers, agencies, and organizations.
- The Galveston County Criminal District Attorney's Office in Texas held a ceremony to present "Champions of Victims' Rights and Services" certificates to public officials and community organizations.
- Lummi Nation, the primary victims' rights organization of the Lummi Reservation in Ferndale, Washington, held a shawl ceremony during NCVRW that included five shawls to represent and raise awareness of sexual assault, domestic violence, child abuse, elder abuse, and lesbian, gay, bisexual, and transgender hate crimes. The NCVRW theme image and colors were used on all promotional materials for the events.
- In Anchorage, Alaska, Victims for Justice held an awards ceremony for victims and those who serve them in the criminal justice system and in the community.
- The Pinal County Attorney's Office in Florence, Arizona, held its third annual law enforcement appreciation day, where attendees were given NCVRW-themed cups, post-it notes, victims' rights cards, and napkins.
- The Shelby County Crime Victims & Rape Crisis Center in Tennessee hosted a Grand Opening/Community Celebration to promote the public's awareness of rights and services for victims, with more than 200 community members in attendance. They also hosted an Awards Reception to honor those who work on behalf of victims of crime every day. Two survivors spoke about the impact of crime on them and the importance of retaining hope and resiliency.
- The Vermont Center for Crime Victim Services held their annual Ceremony Honoring Victims, Survivors, Advocates and Service Providers. This daylong event included a workshop, a keynote speaker, and an award ceremony that honored victims, survivors, advocates, and allied professionals. Copies of the *Vermont Services Resource Guide* were distributed at the event.

Community Awareness and Engagement Events

- In Idaho, Advocates Against Family Violence collaborated with the county sheriff's office, city officials, and a local business to host an "Evening of Awareness." The event included booths staffed by victim service organizations, food vendors, speakers, and t-shirt and card giveaways. Advertising for the events was done through radio and newspaper and by displaying NCVRW posters throughout the service areas.
- In Arizona, Against Abuse, Inc., and their collaborative partners hosted several events during NCVRW, including a proclamation event; a victims' rights training session for law enforcement, service providers, and community members; and a candlelight vigil with resource tables.
- The Cherokee County Sheriff's Office held a class to inform community members on what to do if they become a victim of financial identity theft. Additionally, resource guides and victim services information were distributed to local businesses and churches



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throughout the county, bookmarks were distributed to community libraries, and pocket mirrors were handed out to local hair salons for their patrons.

- Child and Family Service held two events during NCVRW to increase the public's awareness of rights and services for victims of crime in Hawaii County. Both events included resource tables from collaborative agencies, a roundtable discussion, and the distribution of various giveaways, such as pens and coasters.
- The Child First Advocacy Center in Vermont held an interactive forum on the impact of all types of crime on victims, which consisted of a panel of service providers, law enforcement, and victim advocates. The center also distributed NCVRW-themed coffee sleeves with local resource and crisis phone numbers to local coffee shops, provided NCVRW buttons for law enforcement to wear, and gave NCVRW-themed cellphone pop sockets to partner agencies and victims of crime.
- In North Carolina, the City of Durham Police Department Victim/Witness Services Unit coordinated several events before and during NCVRW, including a proclamation reading at the city council meeting preceding NCVRW, a remembrance ceremony, and a family sporting event. The police department also hosted an NCVRW ceremony that featured representatives from the Durham Chapter of Parents of Murdered Children and other victim service providers, who provided information on the services available.
- The Crisis Shelter of Lawrence County in Pennsylvania kicked off NCVRW with a Crime Victims' Rights Awareness Day that included a victims' rights scavenger hunt, a martial arts "fight for justice," a prize wheel of trivia with information on victims' rights, a craft table, an information table, and survivor speakers.
- The Delaware County District Attorney's Office in Pennsylvania conducted several events, including a victims' rights walk, an awards luncheon, a family fun event, and a candlelight vigil held in collaboration with Parents of Murdered Children. Victim services agencies also set up information tables outside the courthouse with NCVRW promotional items.
- First Step: A Response to Domestic Violence in Harrisonburg, Virginia, hosted a trauma-informed yoga event and a mindful painting session. Participants received NCVRW-theme tote bags, water bottles, coasters, drawing sets, and yoga mats.
- Hartford Behavioral Health in Connecticut hosted a Victims' Rights Forum that featured a panel of speakers on topics such as NCVRW, victims' rights and compensation, safety awareness, victims' legal rights, and mental health and wellness. They also held a Victim Awareness Day that included information on victim services, as well as an open mic, karaoke, and arts and crafts.
- Iowa Safe Schools partnered with the Iowa Coalition for Collective Change to host a mini-talk and reception with lesbian, gay, bisexual, transgender, and queer students to discuss the NCVRW theme. Speakers for the event highlighted those who have made significant contributions to this work. Their speeches were recorded and posted on social media.
- The Kaw Nation Family Trauma Healing Center in Newkirk, Oklahoma, held a memorial ceremony and inter-tribal dance to raise awareness of missing/ murdered indigenous women. At the event, the Chair of the Kaw Nation read the NCVRW proclamation, followed by a Chair Ceremony that honored victims of domestic violence, human trafficking, elder abuse, child abuse, and missing and murdered children of indigenous women. Native American singers and drummers played cultural music while community members enjoyed inter-tribal dancing.
- In Fitchburg, Massachusetts, the L.U.K. Crisis Center held a public resource fair and hosted an interactive panel discussion and a candlelight vigil. Fair participants were able to engage with community partners, gather information about victim services, and enter a drawing for a chance to win a small prize. The interactive panel talked about strategies for providing hope for survivors, how the community can support



survivors better, and strategies to reduce stigma. At the candlelight vigil, attendees were given candles to hold while names were read and a moment of silence was observed. The event was promoted on the agency’s website, social media, and fliers.

- The Lake County State’s Attorney’s Office in Florida held a public event during NCVRW that included a speaker on crime prevention and the presentation of an award that recognized someone in the community who had gone above and beyond to help victims. Local social service agencies were also present to provide information about the services and resources available. NCVRW giveaways were distributed throughout the NCVRW campaign and at the public event.
- The Maryland Network Against Domestic Violence held three trauma-informed yoga classes for the public during NCVRW. Each participant received a reusable NCVRW-themed grocery bag that also included information about local resources, a rack card with information about victims’ rights and NCVRW, and a water bottle.
- The Network for Victim Recovery of DC (NVRDC) and its partners hosted a kick-off event for NCVRW by introducing a community-created exhibit for the public, advocates, and survivors. The “Honoring Our Past. Creating Hope for the Future: An Interactive Timeline,” was part art, part history, and part letters of hope for the future. NVRDC staff participated in D.C.’s NCVRW Metro Day of Action, where they and partner organizations dressed in NCVRW colored t-shirts and handed out NCVRW fliers and promotional materials to metro commuters. NVRDC also conducted a targeted promotion of NCVRW and D.C. crime victims’ rights and services on social media.
- Philadelphia’s North Central Victim Services hosted its Third Annual Women’s Empowerment Conference during NCVRW. The event provided an opportunity for women to discuss their victimization and develop an understanding of how trauma may impact their lives. Resources for developing life skills also were disseminated.
- In Islandia, New York, the Victims Information Bureau of Suffolk, Inc., held an NCVRW awareness event that included a panel discussion of representatives from law enforcement and community organizations. Speakers at the event included a survivor, a county legislator, and a victim advocate.
- The Racine County Victim Witness Assistance Program in Wisconsin hosted a community awareness event in partnership with local community agencies that provide services to victims of crime. Event activities included a tour of the Mobile Command Unit, resource tables sponsored by local agencies, a self-defense demonstration, a bike safety presentation, child ID kits, face painting, and a prescription drug drop-off. Attendees received NCVRW promotional items such as stress balls, backpacks, lanyards, spinners, water bottles, and pop sockets.
- River House, Inc., and the Northern Michigan Children’s Assessment Center held a Pinwheels for Prevention awareness activity that focused on child abuse prevention, and a mock trial to educate people on the court process. They also hosted a women’s self-defense seminar and a Day of Nurturing, which included speakers, information on self-care, and an “open mic” for victims/survivors to tell their stories.
- The San Juan Bautista School of Medicine–Puerto Rico Health Justice Center conducted a one-day public event during NCVRW at a local shopping mall. Community-based organizations and agencies that address the needs of vulnerable populations had display tables with information, resources, and services for victims of crime. There were also short sessions with victim testimonies and talks by professionals and experts about the services available. Attendees received a victims’ rights and laws brochure and other educational materials, and promotional items such as USB car adapters, lip balm, sunscreen, lunch bags, and pens and pencils.
- The Sexual Assault Resource Agency in Virginia kicked off NCVRW with a Community Day focused on crime prevention, which included child fingerprinting by law enforcement, a distracted driving simulator, an NCVRW t-shirt contest, and a K9 demonstration.



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Local organizations staffed booths and provided information on victims' rights and the services they provide to victims.

- The Sexual Assault Victim Advocacy Center in Colorado held an Annual Todos Unidos event during NCVRW in two counties. The bilingual conference focused on victims' rights and the immigrant and Spanish-speaking communities. Multiple community partners were speakers at the event, providing information on community services, resources, and legal services. Childcare was provided to help eliminate barriers for those wanting to attend the event.
- In the weeks leading up to NCVRW, the Shafer Center for Crisis Intervention in Mississippi coordinated an office contest throughout four counties, challenging various businesses and their employees to wear NCVRW t-shirts on a designated day during NCVRW. They took group employee photos of the participating businesses and shared them via social media and in offices.
- In Albany, New York, the Trinity Alliance of the Capital Region (Urban Grief) conducted a Hope After Homicide education event, where a guest speaker provided education to service providers, professionals, and communities on what they need to know to support survivors of violence. The alliance also held a Faith Community Education Event for faith leaders and congregants on trauma related to violence and victimization, and provided information on the resources available. Community service awards were given to those making a difference. They also conducted a Community Outreach Day, where volunteers canvassed high-crime neighborhoods to give out victim resource information.
- The Utah Office for Victims of Crime hosted a Utah Grizzlies NCVRW Kick-Off Event that began with a press conference with local leaders. At the beginning of the game, an NCVRW announcement was made and a crime victim performed the ceremonial puck drop. An information booth was set up in the concessions area.
- In Nevada, Winnemucca Domestic Violence Services hosted a "Clothesline Project," where victims of crime and their families decorated t-shirts that were hung in

town, and a Party in the Park that included games and prizes, face painting, crafts, and information booths.

Resource Fairs and Education

- The Clemson City Police Department in South Carolina hosted two free, women-only self-defense classes. Each participant received an NCVRW reusable bag filled with promotional materials. The police department also hosted an informational session on identity theft prevention and recovery for 70 senior citizens, and staffed an informational booth at a Picnic in the Park event, where they distributed NCVRW t-shirts and promotional items and discussed victims' rights, crime prevention, and NCVRW with attendees.
- In Oregon, Community Works, Inc., collaborated with the Jackson County Victim Assistance Program and the Children's Advocacy Center of Jackson County to hold a Victims' Rights Summit, where organizations distributed information on their services and provided assistance to victims who wanted to access them, gain a better understanding of their rights, and/or complete victim compensation requests. The event was promoted through social media, traditional media, and networking with colleagues.
- Comunidades Latinas Unidas En Servicio (CLUES), in Minnesota, collaborated with the local police department to host an event entitled "Un Mejor Manana" (A Better Tomorrow), where they presented information from various community organizations. It included a panel of speakers with an attorney from legal aid, a mental health provider, a sexual health educator, and a male survivor of sexual assault.
- The Oklahoma Eighth District Attorney's Office held two Victims' Resource Fairs, where service agencies could set up booths and distribute information on the resources available. Attendees received an NCVRW t-shirt and a tote bag containing an NCVRW-themed stress ball, items provided by local service agencies, and a wristband imprinted with "Creating hope for the future."



- In Texas, the Galveston County Criminal District Attorney’s Office held a “Together We Can” resource fair that included information booths and activities for children, as well as the 17th Annual Victims’ Luncheon honoring and remembering victims. They also held a poster and art contest for students affected by a mass shooting at the local middle and high schools.
- The Gloucester Township Police Department in Clementon, New Jersey, held a resource fair to kick off NCVRW and raise awareness of the effects of domestic violence, child abuse, and victimization from any crime. They released victim services videos on Facebook to inform the public about the services they provide, held a victims’ roundtable to gain insight into how they can better assist victims, conducted a Domestic Violence Response Team summit, and hosted a luncheon with students.
- The Jefferson County Sheriff’s Office in Alabama and the participating agencies in the Coordinated Community Response partnered to promote NCVRW by holding the Second Annual “One Heart in the Park” event. Thirty-five agency participants set up booths and tents and handed out agency information and NCVRW promotional giveaways. A Memorial Tent was set up at the crime victim memorial, where crime victims and loved ones could make artwork and posters or display pictures. The day’s events included streaming music and local dignitaries speaking on victim services and therapy animals.
- In Arizona, the Pinal County Attorney’s Office participated in a resource fair, where they staffed a booth and disseminated resources, NCVRW promotional giveaways, and a booklet for victims about their courthouse dog, Pilot, who was also present at the resource fair.
- The Salt Lake Area Domestic Violence Coalition collaborated with local service providers to host a Self-Care Fair during NCVRW at a major shopping center. At the fair, different stations provided information, instruction, and workshops on self-care outlets such as physical activity, yoga, mindfulness, music, creativity/ art, writing, meditation, pampering, humor, animals, and creating a self-care plan. Art and public awareness materials about victimization were also displayed.
- The San Francisco District Attorney’s Office, Victim Services Division held an NCVRW event that included 3 guest speakers, 2 artists, and information tables for 12 community agencies that shared and provided resources and referrals. Attendees received promotional NCVRW tote bags. The Victim Services Division promoted the event by speaking with community members and handing out NCVRW bookmarks at five transit stations.
- The St. Louis Circuit Attorney’s Office–Victim Services partnered with local community agencies to host an NCVRW Closing Fair. Attendees received an NCVRW tote bag that included NCVRW promotional items, a card listing victims’ rights, a resource card with contact information for participating organizations, and an agenda for the event. Four professional panelists answered questions about their experiences in the field, and five victims/survivors spoke of their victimization and accessing services and resources. Participating organizations had informational tables about the services available to victims.
- The Stanislaus County District Attorney’s Office in California, along with the Stanislaus Family Justice Center, hosted a Victims’ Rights Rally & Family Safety Fair during NCVRW. The event included featured speaker Brooks Douglas, musical performances, kids’ activities, and a balloon release ceremony honoring victims of crime. Community-based organizations staffed information tables, law enforcement hosted a bike rodeo for children, and firefighters demonstrated hazards and safety in the home.
- In South Dakota, the Winner Resource Center for Families held two resource fairs where collaborating organizations from social services and child protection, early childhood educators, and mental health counselors hosted tables. They also set up information tables at two county courthouses, with crime victim brochures, service information, and NCVRW giveaways.



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Walks, Runs, and Rallies

- The Aleutian Pribilof Islands Association in Anchorage, Alaska, hosted an NCVRW Awareness Walk, where NCVRW t-shirts, buttons, and hats were given to participants.
- In Florida, the 19th Judicial Circuit Victims' Rights Coalition held a Walk for Justice, where laminated signs with important dates in victims' rights history—as well as messages, letters, and photos submitted by victims—were created and placed along the walking route, which ended at a resource fair. They also sponsored a national motivational speaker/DUI homicide survivor to speak to students, faculty, and the public at a local high school.
- The 3rd Judicial District Attorney's Office collaborated with many agencies to kick off NCVRW with a walk/expo. The event included informational booths, guest speakers, a memorial video, and presentations by multiple agencies. NCVRW t-shirts and promotional items were given to each attendee. The event was publicized through fliers, radio, mailing lists, and social media.
- The Clemson City Police Department in South Carolina cohosted the second annual Tutu March, where officers, firefighters, and city officials marched in tutus to raise awareness of violence against women. All participants received an NCVRW reusable bag with NCVRW promotional materials. The event concluded with a free outdoor movie.
- In Brownsville, Texas, Friendship of Women, Inc., held a Take Back the Night Block Party during NCVRW. Community organizations set up resource tables, and a dance performance touched on the message of honoring our past and creating hope for our future. Mass media advertising was used to promote the event and raise awareness of NCVRW.
- In California, the Hopland Band of Pomo Indians' victim services program held a 5K run/walk and resource fair during NCVRW. Participants had access to service providers and victims' rights information, and received t-shirts and totes.
- Connecticut's Human Resources Agency of New Britain, Inc., held a walk-a-thon to culminate NCVRW. The event included victims/survivors and other guest speakers and information booths with local victim service providers. Participants received NCVRW t-shirts and tote bags.
- The Otoe-Missouria Tribe held an NCVRW walk to recognize loved ones who were victims of crime. Participants made signs to recognize individuals and specific crimes. Attendees received an NCVRW tote bag.
- The YWCA of Wheeling, West Virginia, hosted a "Reality At A Glance" Walking Tour during NCVRW that highlighted four major crimes (domestic violence, hate crimes, human trafficking, and substance abuse) while promoting public awareness of all types of crime and highlighting the rights and services available for all victims. During the walking tour, groups were led to five different live demonstrations that portrayed crimes taking place and what the victims go through. Advocates were on hand to discuss victims' rights and the services available to victims. Project partners videotaped the portrayals and attendees' responses. The videos were combined into an awareness film that will be shown at various events throughout the year.

Vigils and Memorial Ceremonies

- The Cherokee County Sheriff's Office, in collaboration with the District Attorney, the Office of the Solicitor General, and the Domestic Violence Task Force, sponsored a candlelight vigil to honor survivors of crime. It featured a reading of the Crime Victims' Bill of Rights and speeches from local politicians as well as individuals affected by domestic violence, sexual assault, child abuse, and other crimes.
- In Florida, the 19th Judicial Circuit Victims' Rights Coalition held NCVRW events in each county in the district. Events included a Resource Fair and Proclamation Event, a Victims' Rights Courthouse Vigil and Proclamation Ceremony, and a Victims' Rights Vigil to honor homicide victims and all crime victims. The events included proclamation readings and distinguished speakers.



- New Mexico’s 12th Judicial District Attorney’s Office held two candlelight vigils during NCVRW. At both events, victims’ and survivors’ names were read, and victim service providers distributed informational resources and NCVRW promotional items such as bracelets, pens, bags, notepads, and magnets. A glass memorial was created, and the names of family members who were victims of homicide will be added to the memorial.
- In Nevada, the Alliance for Victims’ Rights hosted its 26th Annual Candlelight Vigil during NCVRW. Eleven individuals and agencies/organizations received “Bringing Respect and Honor to Victims Awards” for contributing to the empowerment and healing of victims. A family was also honored with a plaque that hangs in the Holly Quick Memorial Garden. To advertise for the event, NCVRW-themed invitations were sent to community members and dignitaries and large posters were placed around town.
- The Child Advocacy Center of Lapeer County, Michigan, hosted a candlelight vigil during NCVRW that featured speeches from four victims/survivors of crime, as well as an open mic opportunity for other victims/survivors to come forward and share their experiences. NCVRW tote bags containing informational brochures, a candle, matches, and a colorful glow stick were distributed to attendees.
- The Crime Victims Assistance Association of Arkansas coordinated with Parents of Murdered Children to host an NCVRW opening ceremony that featured speeches by state and local officials and a survivor of homicide, followed by a remembrance ceremony for victims of homicide. They also held a candlelight vigil for victims and their families.
- The Delaware Department of Justice, with support from the Delaware Victims’ Rights Task Force, held a Victims’ Tribute in Dover, the state capital. The tribute included a keynote speaker and resource tables for agencies that work with victims.
- Family Service of Rhode Island, in collaboration with the Rhode Island Crime Victim Service Provider Steering Committee, held a ceremony to honor Rhode Island victims and survivors of crime and the organizations that serve them. They also held an NCVRW dedication ceremony at the Providence Public Safety Complex.
- The Office of the Richmond County District Attorney, of Staten Island, held an Eco Dove release honoring the lives of loved ones impacted by crime. They also hosted a dedication of a Victims’ Memorial Garden, as well as a candlelight vigil with information and resource tables staffed by victim service organizations. Attendees received NCVRW promotional materials.
- In Indiana, the Fort Wayne Police Department’s Victim Assistance Program held a candlelight vigil at the county courthouse. The event included the reading of the NCVRW Proclamation, as well as speeches by local officials, victims and survivors, law enforcement, and advocates. Attendees received NCVRW t-shirts.
- In Anchorage, Alaska, Victims for Justice held a Tree Ceremony where state leaders and community members tied remembrance ribbons on the “tree of life” to honor victims of violent crimes. Each ribbon color tied to the tree represented a specific crime (e.g., child abuse, DUI, domestic violence, sexual assault, and crimes against law enforcement).
- Victims of Crime and Leniency organized and participated in several NCVRW events, including a Governor’s Proclamation signing; the Voice for Victims Awards, held at the Alabama capitol; and a candlelight vigil/victims’ memorial. To promote the week, NCVRW book covers and poster boards were distributed to the county’s public libraries, public schools, and regional domestic violence shelters.



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- In Texas, the Webb County Sheriff's Office held several events during NCVRW, including a memorial service, information booths, and a candlelight vigil and butterfly release. The week's events were advertised through a mass media campaign that included newspapers and seven digital billboards.

Youth and College Engagement

- The Aleutian Pribilof Islands Association in Anchorage, Alaska, held an NCVRW student poster contest for grades 1–5 and an essay contest for grades 6–12. Awards were presented during NCVRW and all entries were displayed at local NCVRW awareness booths/tables.
- In Iowa, Nisaa African Family Services, in partnership with the Genesis Youth Foundation, hosted a soccer tournament during NCVRW with African immigrant and refugee youth. A speaker talked about the impact of violence, the effect it can have on youth, and how to break the cycle of abuse. NCVRW-themed t-shirts and buttons were available at the event.
- North Central Victim Services, in Philadelphia, hosted a men's panel for male students at a local high school during NCVRW, which included four community leaders discussing mental health, coping skills, community safety, and a commitment not to engage in violence. They also hosted their Fourth Annual Kickball Challenge, with elementary students partnering with law enforcement.
- In New York, the Office of the Richmond County District Attorney worked with local schools and teachers to create lesson plans that incorporated crime victim awareness and facilitate their involvement in a student art and poetry contest. Winners of the contest were presented with certificates.



THEME VIDEO IN ACTION

Last year, Community Awareness Projects found various uses for the NCVRW Theme Video in their outreach efforts. As you plan your 2020 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.
- 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 1-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—
 - Seek Justice | Ensure Victims' Rights | Inspire Hope.
- Project the Theme Video on a large screen to run in a loop before and after your NCVRW events.

Presentations

- Using the 1-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/ncvrw2020.



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COMMEMORATIVE CALENDAR

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

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

January

National Mentoring Month

MENTOR

617-303-4600

www.nationalmentoringmonth.org

National Slavery and Human Trafficking Prevention Month

Office for Victims of Crime

Office of Justice Programs

U.S. Department of Justice

800-851-3420

www.ovc.gov/trafficking

Stalking Awareness Month

Stalking Prevention, Awareness, and Resource Center

www.stalkingawareness.org/stalking-awareness-month-2020/

Tax Identity Theft Awareness Week

February 3–7, 2020

Federal Trade Commission

www.consumer.ftc.gov/homepage-tax-id-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 1–7, 2020

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

National Youth Violence Prevention Week

March 30–April 3, 2020

National Association of

Students Against Violence Everywhere

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

<https://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



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Sexual Assault Awareness Month

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

Sexual Assault Awareness Month Day of Action

April 7, 2020
National Sexual Violence Resource Center
877-739-3895
www.nsvrc.org/saam/day-of-action

Global Youth Service Days

April 17-19, 2020
Youth Service America
www.gysd.org

National Crime Victims' Rights Week

April 19-25, 2020
Office for Victims of Crime
Office of Justice Programs
U.S. Department of Justice
800-851-3420
www.ovc.gov/ncvrw

May

Older Americans Month

Administration for Community Living
U.S. Department of Health and Human Services
202-401-4634
<https://acl.gov/oam/2020/older-americans-month-2020>

Law Day

May 1, 2019
American Bar Association
800-285-2221
www.lawday.org

National Correctional Officers' and Employees' Week

May 3-9, 2020
American Correctional Association
800-222-5646
www.aca.org

National Police Week

May 10-16, 2020
Concerns of Police Survivors
573-346-4911
www.policeweek.org
www.nationalcops.org

Peace Officers' Memorial Day

May 15, 2020
Concerns of Police Survivors
573-346-4911
www.policeweek.org
www.nationalcops.org

National Missing Children's Day

May 25, 2020
National Center for Missing and Exploited Children
800-THE-LOST® (800-843-5678)
<https://ojjdp.ojp.gov/events/national-missing-childrens-day>

June

World Elder Abuse Awareness Day

June 15, 2020
National Center on Elder Abuse
U.S. Department of Health and Human Services
855-500-3537
<https://ncea.acl.gov>

September

National Campus Safety Awareness Month

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



Seek Justice | Ensure Victims' Rights | Inspire Hope

National Suicide Prevention Week

September 6–12, 2020

American Association of Suicidology

202–237–2280

www.suicidology.org

World Suicide Prevention Day

September 10, 2020

International Association of Suicide Prevention

800–273–TALK (800–273–8255)

www.iasp.info

September 11th National Day of Service and Remembrance

September 11, 2020

Corporation for National and Community Service

800–942–2677

www.nationalservice.gov/serve/september-11th-national-day-service-and-remembrance

National Hispanic Heritage Month

September 15–October 15, 2020

U.S. Library of Congress

www.hispanicheritagemonth.gov

National Day of Remembrance for Murder Victims

September 25, 2020

National Organization Of Parents of Murdered Children

513–721–5683

www.pomc.org

October

National Bullying Prevention Month

PACER Center

952–838–9000

www.pacer.org/bullying/nbpm

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

<https://dvawareness.org>

America's Safe Schools Week

October 17–23, 2020

National School Safety Center

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

November 1–December 31, 2020

Mothers Against Drunk Driving

877–ASK–MADD (800–275–6233)

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

International Survivors of Suicide Loss Day

November 21, 2020

American Foundation for Suicide Prevention

888–333–AFSP (888–333–2377)

<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

