

# 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](http://www.ovc.gov/ncvrw2020).



**Seek Justice | Ensure Victims' Rights | Inspire Hope**