Serving Victims
Building Trust
Restoring Hope

National Crime Victims' Rights Week

Dates: April 10 – 16, 2016

Theme: Serving Victims. Building Trust. Restoring Hope.

Colors: Medium Blue and Dark Gold

Font: Avant Garde Gothic, Futura Std (in varying weights)

This Year's Format

The Office for Victims of Crime of the U.S. Department of Justice and the National Center for Victims of Crime are pleased to present the *2016 National Crime Victims' Rights Week Resource Guide*. With a practical and vibrant array of promotional items and outreach products, how-to's, sample communications tools, fact sheets, and more, this year's Resource Guide helps inform, brand, and promote outreach efforts during National Crime Victims' Rights Week and throughout the year. **Please freely use and distribute these resources throughout your community on behalf of crime victims.**

Anyone previously registered for the Resource Guide has received a copy of the **Theme Poster**, as well as notification of the **2016 NCVRW website** launch at www.ovc.gov/ncvrw2016. The website houses all Resource Guide content, including the Theme Video, Theme Artwork, public awareness posters, and extensive educational resources to help you build a successful public awareness campaign. All material is available for download in both English and Spanish, and visitors can also order additional copies of the large Theme Poster for a small shipping fee.

Resource Guide Contents

- **Theme Poster**

- **Theme Video**, which highlights how serving victims and building trust restores hope and strengthens communities.

- **Resource Guide Artwork**, including a smaller Theme Poster, Theme Artwork, and public awareness posters—all in multiple electronic formats (JPEG, fillable PDF, and Adobe Creative Suite files), in both color and black and white, and English and Spanish.

- **Resource Guide Website**, containing all *2016 NCVRW Resource Guide* content above, as well as the following educational resources and sample outreach tools:

  > Section 1. **Resource Guide Overview**

  > Section 2. **Developing Your Campaign**: Partnerships & Strategies *(with sample products and PowerPoint slide artwork)*

  > Section 3. **About the Resource Guide Artwork**

  > Section 4. **Communicating Your Message**: Media Tips & Tools *(including sample products, basics on using social media, and a primer on working with the media)*

  > Section 5. **Landmarks in Victims' Rights and Services**

  > Section 6. **Crime and Victimization Fact Sheets** *(new design for enhanced outreach!)*

  > Section 7. **Additional Resources**

Quick Planning Tips

- Review all contents of the Resource Guide. Jot down helpful tips, ideas, or suggestions.

- Identify project partners who can help share the workload and generate more ideas (see "Extending Your Reach through Partnerships" in Section 2).

- Develop a timetable outlining the activities and assignments leading up to your event(s).

- Decide what Resource Guide artwork and information to use and what other materials you might need to develop.

- Develop or update a list of local and state media as well as key reporters and producers.

- Identify other uses for the Resource Guide, including victim-related observances planned throughout 2016 (see "Commemorative Calendar" in Section 2).

- Create a social media plan. ✱

Special Announcement

The Attorney General's 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 Tuesday, April 12, 2016, at the National Archives and will be streamed live. For more information about this special event, including the time and location details, please visit http://ovc.gov/awareness/about_ncvrw.html.

Have someone you'd like to nominate for an award? Nominations for next year's Service Awards will open this spring. For criteria, applications, and more, visit https://ovcncvrw.ncjrs.gov/awards/default.html.