



## Introduction AT A GLANCE



### 2013 National Crime Victims' Rights Week Resource Guide

**Dates:** Sunday, April 21 – Saturday, April 27, 2013  
**Theme:** “New Challenges. New Solutions.”  
**Colors:**† Midnight Blue and Orange  
**Fonts:** Franklin Gothic and Rockwell

#### This Year's Format

The *2013 National Crime Victims' Rights Week Resource Guide* provides a practical and visually striking array of how-to's, sample outreach products, promotional items, updated statistics, and more. The enclosed CD-ROM houses a wealth of materials to help inform, brand, and promote your outreach efforts this National Crime Victims' Rights Week and throughout the year. Please freely use and distribute these resources in your work on behalf of crime victims in your community.

Hard copies of all NCVRW-related public awareness artwork, including the popular public awareness posters, are included in the mailed version of the Resource Guide. As in previous years, anyone who registered for the free Resource Guide should also receive the NCVRW theme poster in a separate mailing. (Additional copies of both Resource Guides and posters are available for a small shipping fee at [www.ovc.gov/ncvrw2013](http://www.ovc.gov/ncvrw2013).)

#### Resource Guide Contents

**CD-ROM:** All 2013 NCVRW Resource Guide content is available on the enclosed CD-ROM, including artwork in three electronic formats (JPEG, fillable PDF, and Adobe Creative Suite files) in both **color** and **black and white**. Resource Guide content also includes:

- Section 1. Resource Guide Overview
- Section 2. Developing Your Campaign: Partnerships & Strategies, *including updated **PowerPoint slide artwork!***
- Section 3. Resource Guide Artwork, *with a new tutorial on making your own **QR code!***
- Section 4. Communicating Your Message: Media Tips & Tools, *including basics on **how to create a social media campaign** AND three pre-produced **television public service announcements!***

- Section 5. Landmarks in Victims' Rights and Services
- Section 6. Statistical Overviews, *in a new, **reader-friendly format!***
- Section 7. Additional Resources

**DVD:**‡ **NEW!**—This year's enclosed DVD features three ready-to-air television public service announcements (PSAs) addressing the topics of child sexual abuse, human trafficking, and elder financial fraud.

#### 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 you want to use and what other materials you might need to develop.
- Develop a current list of local and state media as well as key reporters and producers.
- Identify other uses for the NCVRW Resource Guide, including victim-related observances planned throughout 2013 (see “Commemorative Calendar” in Section 2).

#### Special Announcement

The U.S. Department of Justice will begin National Crime Victims' Rights Week with the Attorney General's National Crime Victims' Service Awards Ceremony in April 2013.

For more information about this special event, including the time and location, please visit <http://ovc.ncjrs.gov/ncvrw/events.html>.

**The complete 2013 NCVRW Resource Guide can be accessed in electronic format at [www.ovc.gov/ncvrw2013](http://www.ovc.gov/ncvrw2013).**

† Learn more about this year's theme colors in the Resource Guide Overview on the enclosed CD-ROM.

‡ NOTE: This year's five-minute Theme Video DVD, which features powerful reflections from crime victims, advocates, and professionals in the field, will be mailed separately in early 2013 to everyone who has signed up to receive the *2013 NCVRW Resource Guide*. The Theme Video DVD will also be available online at [www.ovc.gov/ncvrw2013](http://www.ovc.gov/ncvrw2013).