



INTRODUCTION At a Glance & Frequently Asked Questions

2014 National Crime Victims' Rights Week Resource Guide

Dates: April 6 – April 12, 2014

Theme: 30 Years: Restoring the Balance of Justice

Colors: Cornflower Blue and Black

Fonts: Abril Display (Regular) and Dharma Gothic M (Heavy)

This Year's Format

In response to increasing requests to provide the National Crime Victims' Rights Week Resource Guide earlier, the Office for Victims of Crime of the U.S. Department of Justice and the National Center for Victims of Crime are pleased to release this year's Resource Guide in three stages: (1) the 2014 Theme Poster, (2) the 2014 Resource Guide Artwork, and (3) the 2014 NCVRW Theme DVD and CD-ROM, containing all components of the *2014 National Crime Victims' Rights Week Resource Guide*. The *2014 NCVRW Resource Guide* provides a practical and visually striking array of how-to's, sample outreach products, promotional items, updated statistics, and more 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.

As in previous years, anyone who registered for the Resource Guide should receive all three components free of charge. (Additional copies of the Theme Poster, Resource Guide Artwork folder, and dual DVD/CD-ROM disc case are available for a small shipping fee at www.ovc.gov/ncvrw2014.) All components are also available for free download at www.ovc.gov/ncvrw2014, and many elements are also offered in Spanish.

Resource Guide Contents

- **Theme Poster**
- **Resource Guide Artwork folder**, including a smaller theme poster, theme artwork, and public awareness posters in English and Spanish.

- **Five-minute NCVRW Theme DVD**, which highlights progress made since the passage of the Victims of Crime Act in 1984 that makes victim services and rights more open, inclusive, and flexible.
- **Resource Guide CD-ROM**, containing all *2014 NCVRW Resource Guide* content, including the 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. **About the Resource Guide Artwork** (*with a 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 a primer on working with the media!*)
- Section 5. **Landmarks in Victims' Rights and Services**
- Section 6. **Statistical Overviews** (*with reader-friendly charts!*)
- 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 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 2014 (see "Commemorative Calendar" in Section 2). +

SPECIAL ANNOUNCEMENT

The U.S. Department of Justice will launch National Crime Victims' Rights Week with the Attorney General's National Crime Victims' Service Awards Ceremony in April 2014.

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

Frequently Asked Questions

Have a question regarding the *2014 NCVRW Resource Guide*? Browse the following queries for answers to the most frequently asked questions about the guide.

This Year's Format

Q. Why didn't I receive the entire 2014 NCVRW Resource Guide in the mail this year?

A. In an effort to release elements of the *2014 NCVRW Resource Guide* as quickly as possible, this year's Resource Guide is mailing in three parts:

- (1) the 22" x 28" **Theme Poster**
- (2) the **Resource Guide Artwork** folder, containing:
 - » Introductory letters from the Office for Victims of Crime and National Center for Victims of Crime;
 - » "At a Glance," a sheet briefly detailing the overall contents of the *2014 NCVRW Resource Guide*, and "Frequently Asked Questions";
 - » This year's NCVRW-specific artwork (*available for early download online at www.ovc.gov/ncvrw2014/artwork*); and
 - » Three public awareness posters in English and Spanish, as well as color and black and white.

(3) the **CD-ROM** and **Theme DVD**.

With this three-prong mailing our goal is to reduce the Resource Guide's environmental impact, minimize printing expenses, and allow for an earlier release date.

Q. Why didn't I receive a CD-ROM or Theme DVD in this year's NCVRW Resource Guide folder?

A. We heard you! This year's artwork and other disc resources were divided to ensure that each component reached you in the timeliest manner possible. The Resource Guide Artwork was made available in late 2013 to provide additional time for organizations to incorporate the theme artwork into their outreach materials and other observance-related products. (Visit www.ovc.gov/ncvrw2014/artwork to download electronic art files.) The CD-ROM and Theme DVD will follow early in 2014. All Resource Guide content, including the Theme DVD contents, is also available online at www.ovc.gov/ncvrw2014.

Q. How can I be added to the mailing list for next year's Resource Guide?

A. To be added to the Office for Victims of Crime (OVC) distribution list for the *NCVRW Resource Guide*, please sign up at https://puborder.ncjrs.gov/Listservs/Subscribe_NCVRW.asp. In addition, you will receive:

- » E-mail notification when the Resource Guide is available to download from the OVC website, and
- » Details concerning the National Crime Victims' Service Award Ceremony.

Q. How can I receive more copies of this year's Resource Guide?

A. Extra copies of the *2014 NCVRW Resource Guide* are available for a small shipping fee or contents can be downloaded for free from the OVC website at www.ovc.gov/ncvrw2014. Ordering information is also available on the OVC site. Visit www.ovc.gov/ncvrw2014 to access your viewing, printing, sign-up, and ordering options.

Q. Can I order a Spanish-language version of the theme poster?

A. A hard-copy of the 2014 NCVRW Theme Poster is available in English only; however, a Spanish translation is available electronically in 11"x 17" in color and can be customized for your organization before printing. Visit www.ovc.gov/ncvrw2014 to access this and other Spanish-language customizable campaign materials.

Technical Assistance Queries

Q. May I reproduce, modify, or repurpose the materials included on the 2014 NCVRW Resource Guide CD-ROM?

- A. Yes! To promote community awareness of crime victims' rights, all NCVRW materials developed by the Office for Victims of Crime and the National Center for Victims of Crime are in the public domain, and copyright permission is not required. You may use any Resource Guide text verbatim as well as any of the outreach and awareness posters or artwork. Also, all Resource Guide materials may be translated into any language. The entire contents of the *2014 NCVRW Resource Guide*, including Resource Guide Artwork files, are available for download at www.ovc.gov/ncvrw2014.

Q. Is it possible to get a public service announcement (PSA) on the air with a very limited or no budget?

- A. Yes! Many local radio and television stations fill advertising time they haven't been able to sell by providing free air time to community nonprofit agencies with important public health and safety messages. Included in this year's Resource Guide is a 60-second pre-produced television PSA intended to raise the public's awareness of human trafficking, how anyone can be a victim and how the crime takes many forms. To have this or another PSA placed, start by contacting the public service departments of your local television stations at least two months prior to when you would like the PSA to air to learn about PSA requirements and deadlines. For sample scripts and additional ideas, see Section 4, "Communicating Your Message: Media Tips and Tools" of the *2014 NCVRW Resource Guide* and Part 4 of OVC's Public Service Announcement Kit, *How to Get Your PSAs Played on Air*, available at www.ovc.gov/publications/infores/psakit/Part4.pdf.

Q. How can we arrange for a speaker at our event?

- A. The OVC Training and Technical Assistance Center (TTAC) can help you find expert consultants, victim service professionals, and victims to speak at a conference; conduct a training designed to meet your organization's specific needs; conduct a needs assessment; or design, implement, and evaluate a training program. Contact OVC TTAC at:

- » OVC TTAC
9300 Lee Highway
Fairfax, VA 22031-6050

- » Phone: 866-OVC-TTAC (866-682-8822)
- » Fax: 703-225-2338
- » E-mail: ttac@ovcttac.org
- » Website: www.ovcttac.gov
- » Training & Technical Assistance Online Requests: <https://www.ovcttac.gov/views/HowWeCanHelp/dspTrainingTechnicalAssistance.cfm?tab=3>

Q. I want to use the 2014 NCVRW Theme Video at a Candlelight Ceremony, but I don't have a DVD player. Is there any other way I can play it?

- A. Yes! Many computers have built-in DVD players that can be used for playback. In addition, the NCVRW DVD can be downloaded onto your computer (right-click on the video file and choose "Save Target As" to save to your hard drive or other device). It is also available at www.ovc.gov/ncvrw2014 and can be played on a computer monitor or projected from a computer onto a screen or wall. The DVD contents, however, are not available in VHS or Beta format.

Q. How do I search for NCVRW events in my area or publicize an NCVRW event?

- A. Publicize your event with the OVC National Calendar of Crime Victim Assistance-Related Events at <http://ovc.ncjrs.gov/ovccalendar>. The OVC National Calendar offers a comprehensive list of events to help victims and victim service providers, allied professionals, and other interested individuals plan, promote, and locate events of interest to the victim service community in their area. Your submission will be reviewed and, if approved, posted on the Web for public view. There is no charge for posting events.

Using the Artwork

Q. May we add our contact information and logo to the artwork you provided? May we use the artwork from the CD-ROM to create a custom outreach piece or invitation?

- A. Yes! Much of the Resource Guide theme artwork is designed with space to add your organization's contact information or logo, as are all the public awareness posters. In fact, PDFs with fillable form fields are provided so you can easily incorporate your local information, giving victims a place to turn in their own community. (Download the free Adobe Reader at www.adobe.com.) Additionally, all of the artwork in the Resource Guide is available electronically, both on the CD-ROM and online at www.ovc.gov/ncvrw2014, and can be used to develop

custom pieces (with the exception of the outlined fonts and photographs used in the Adobe Creative Suite files, which remain proprietary). Printing companies that use quality presses, inks, and paper will produce the highest-quality products and can often be found through referrals or a quick Internet search. Many local quick-copy vendors and office-supply stores (e.g., FedEx, Staples, Kwik Kopy) can also meet your printing needs and usually will be more cost-effective for smaller quantities. Your local printer or office-supply store staff can also help you format your piece, insert your contact information, or create a custom outreach product.

Q. Where can I find the NCVRW theme design for use in my organization's own campaign materials?

- A. The NCVRW theme design is available electronically and can be found in the "Theme Artwork" folder of the *2014 NCVRW Resource Guide* on the CD-ROM and online at www.ovc.gov/ncvrw2014/artwork. All Theme Artwork images (including logos, bookmarks, and letterhead) are available as JPG and PDF files, which may be inserted into your campaign materials; should you wish to create your own design using specific elements of the 2014 NCVRW theme design, the Adobe Creative Suite source files for these designs are included as well. To access the native theme design elements, please locate the Adobe Illustrator CS6 "Theme Artwork" file, which contains multiple artboard configurations.

Q. I need help customizing this year's campaign materials. Where can I get assistance?

- A. If you would like help customizing this year's theme artwork—including button, bookmark, and ribbon card art—we recommend that you contact a local printing company, which can often be found through referrals or a quick Internet search. Choose a company that uses quality presses, inks, and paper which will produce the highest-quality products. Many local quick-copy vendors and office-supply stores (e.g., FedEx, Staples, Kwik Kopy) can also meet your printing needs and usually will be more cost-effective for smaller quantities. Your local printer or office-supply store staff can also help you format your piece, insert your contact information, or create a custom outreach product. Unfortunately, alternative versions of the Resource Guide theme artwork and the theme DVD are not available. If you encounter situations where you require versions of these products not included with the Resource Guide, we encourage you to submit your comments through the evaluation survey that will be circulated after 2014 National Crime Victims' Rights Week to help inform next year's guide.

Q. Is there a way to reprint the 8.5" x 11" public awareness posters and NCVRW-specific artwork in a larger size?

- A. Yes and no. The artwork and posters are designed to print at specific dimensions and scaling them up or altering the width-to-height ratio may distort them. If you are thinking about producing a larger piece, contact your local printer or office-supply staff for printing assistance.

Q. Is the theme artwork available in color?

- A. Yes! This year's theme artwork—including button, bookmark, and ribbon card art—is again available in color in the mailed Resource Guide Artwork folder, as well as electronically on the CD-ROM (in InDesign, as PDFs, or as JPEG images). You can also download the artwork at www.ovc.gov/ncvrw2014. +

