

## SECTION I Resource Guide Overview



### 30 Years: Restoring the Balance of Justice

The National Center for Victims of Crime and the Office for Victims of Crime (OVC), Office of Justice Programs, U.S. Department of Justice, are proud to present the *2014 National Crime Victims' Rights Week Resource Guide*.

Since 1981, National Crime Victims' Rights Week (NCVRW) has challenged the nation to confront and remove barriers to full justice for victims of crime. Each year, communities across the country revisit the history of the victims' rights movement and recommit themselves to advancing the progress already achieved. The *2014 NCVRW Resource Guide* includes a wide array of user-friendly outreach tools, current statistics on victimization, information on the history of victims' rights in the United States, and concrete, practical ideas on how your community can help *restore the balance of justice* for crime victims. You can explore and adapt these resources as you plan your public awareness campaign for **National Crime Victims' Rights Week, April 6-12, 2014**.

### 2014 NCVRW Theme and Theme Colors

The 2014 NCVRW theme—*30 Years: Restoring the Balance of Justice*—celebrates the passage of the Victims of Crime Act 30 years ago and its wide ranging contribution to victims' rights and services. The colors chosen to symbolize the 2014 theme—cornflower blue (a 60% tint of PMS 285C and black)—are used throughout the *2014 NCVRW Resource Guide*. (See "Match the Colors!" box for more details.)

### NCVRW Kickoff Event

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 2014. The ceremony, held annually in Washington, DC, honors individuals and programs for innovations and outstanding achievements in serving crime victims. For more information about this event, including the time and location, please visit <http://ovc.ncjrs.gov/ncvrw/events.html>.

#### MATCH THE COLORS!

This year's NCVRW theme design conveys the focus and clarity of purpose of the victims' rights movement through the decades using two main spot colors—cornflower blue and black. For your convenience, we have also included comparable CMYK builds, RGB values, and hex codes:

#### CORNFLOWER BLUE: PMS 285C (60% TINT)

C=50, M=27, Y=0, K=0  
R=108, G=160, B=238  
HTML #71a1d8

#### BLACK: PMS BLACK C

C=0, M=0, Y=0, K=100  
R=3, G=0, B=0  
HTML #000000

For more information about these color spaces, see "A Printing Primer" in Section 3, "Resource Guide Artwork."

### Available in Spanish!

Many of this year's Resource Guide elements are available online in Spanish. Learn more at [www.ovc.gov/ncvrw2014](http://www.ovc.gov/ncvrw2014).

## NCVRW Planning Tips

The following tips will help you enhance your 2014 NCVRW planning and maximize the impact of your efforts:

- Review each section of the Resource Guide before making any plans. Once you have established your outreach goals, you can choose the materials that would be most helpful to achieve them.
- Set up an NCVRW planning committee to set goals and priorities, brainstorm activities, and share the workload. Your committee might include crime victims, survivors, victim service providers, or health professionals; leaders of civic organizations, universities, parent-teacher associations, or student organizations; or members of criminal and juvenile justice agencies, faith communities, local businesses, the service industry, or the news media. Encourage diversity and collaboration with underserved populations.
- Exchange contact information, including e-mail addresses, to encourage ongoing communication among committee members.
- Create or update mailing lists for event invitations and other materials.
- Draft a timetable that includes committee meetings, tasks, deadlines, and areas of responsibility.
- Develop a contact sheet of local media outlets to notify when you schedule special events.
- Coordinate planning for 2014 National Crime Victims' Rights Week with other awareness and prevention campaigns held during April, including National Child Abuse Prevention Month, National Sexual Assault Awareness Month, National Youth Violence Prevention Week, and Global Youth Service Days.

## 2014 NCVRW Resource Guide Contents

### ***Introductory Materials***

- Letter from the Office for Victims of Crime Director
- Letter from the National Center for Victims of Crime Director
- Resource Guide at a Glance
- Frequently Asked Questions

### ***NCVRW Resource Guide Artwork***

- 2014 NCVRW Theme Color Palette
- 2014 NCVRW 11" x 17" Theme Poster\*
- **NEW!** Billboard Art
- Bookmarks\*
- Buttons, Logos, and Magnets\*
- Certificate of Appreciation\*
- **NEW!** Facebook Cover Art
- Letterhead\*
- Name Tags and Table Card\*
- Information and Referrals Contact List\*
- Ribbon Cards\*
- Web and E-mail Banners
- Public Awareness Posters in English and Spanish

### ***Section 1. Resource Guide Overview***

### ***Section 2. Developing Your Campaign: Partnerships & Strategies***

- Commemorative Calendar
- Notable Quotables
- Sample Proclamation
- Presentation Tips (including 2014 NCVRW PowerPoint slide artwork)
- Extend Your Reach through Partnerships
- Ideas for Special Events
- Sidebar: Theme DVD in Action

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

- About the Resource Guide Artwork

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\* Physical copies are included in the 2014 NCVRW Resource Guide Artwork folder, which is available to order for a small shipping fee at [www.ovc.gov/ncvrw2014](http://www.ovc.gov/ncvrw2014).

- Sidebar: A Printing Primer
- How to Create Your Own QR Code

#### **Section 4. Communicating Your Message:**

##### **Media Tips & Tools**

- Sample News Release
- Sample Public Service Announcement (PSA) Scripts
- Sample Letter to the Editor
- Sample Opinion-Editorial
- How to Create a Social Media Campaign
- Sample Social Media Status Updates
- Advocating for Victims with the Media

#### **Section 5. Landmarks in Victims' Rights & Services**

Crime Victims' Rights in America: An Historical Overview

#### **Section 6. Statistical Overviews**

- Interpreting Crime Statistics
- Statistical Overviews (brief summaries of current crime statistics)—with **GRAPHICAL REPRESENTATIONS**
  - » Crime Trends
  - » Assault
  - » Burglary, Robbery, and Theft
  - » Child, Youth, and Teen Victimization
  - » Crimes against Persons with Disabilities
  - » Economic and Financial Crime
  - » Elder Victimization
  - » Hate and Bias Crime
  - » Homicide
  - » Human Trafficking
  - » Intimate Partner Violence
  - » School and Campus Crime
  - » Sexual Violence
  - » Stalking
  - » Urban and Rural Crime
  - » Workplace Violence

#### **Section 7. Additional Resources**

- Online Resources
- NCVRW Resource Guide Partners
- OVC Online Gallery

## **Resource Guide CD-ROM**

In addition to the entire collection of 2014 NCVRW Resource Guide artwork, the 2014 NCVRW CD-ROM also features PDFs of all Resource Guide contents. You can access the entire guide electronically by inserting the CD-ROM into any equipped computer.

The CD includes NCVRW-related artwork, public awareness posters, and PDFs with fillable form fields. Anyone with a computer and a free copy of Adobe Reader (downloadable at [www.adobe.com](http://www.adobe.com)) may add local contact information to many of the art files. The PDFs (as well as JPEG images) are available in both black and white and color. (See Section 3, "Resource Guide Artwork," for more information about this feature.)

The artwork is provided in three formats:

- **Adobe InDesign** layout pages, including the Illustrator images required to correctly open and print the artwork. To view these files, users must have Adobe InDesign CS6 or higher.
- **JPEG files** available in both black and white and color. These individual images may be placed in graphics programs, in various word processing programs, and on websites.
- **PDF files** in black and white and color that can be opened with Adobe Reader, available for free download at [www.adobe.com](http://www.adobe.com).

These three formats can help simplify replication of Resource Guide materials and make it easier to incorporate this year's artwork into any digital or hard-copy piece, including event fliers, slideshow presentations, television broadcasts, public service announcements, and print advertisements. (For more information on the artwork in this year's Resource Guide, please refer to Section 3, "Resource Guide Artwork," on the CD-ROM.)

The entire contents of the *2014 NCVRW Resource Guide* can be also accessed electronically at [www.ovc.gov/ncvrw2014](http://www.ovc.gov/ncvrw2014).

## Resource Guide DVD

The five-minute theme video, playable from the Theme DVD enclosed with the Resource Guide CD-ROM or from the NCVRW website at [www.ovc.gov/ncvrw2014](http://www.ovc.gov/ncvrw2014), is a powerful public awareness tool that highlights how victim services and rights have become more open, inclusive, and flexible since the passage of Victims of Crime Act in 1984. You can use the theme video to open ceremonies and luncheons, kick off your public awareness and education events, or motivate local media to cover NCVRW events and topics. Check out the “Theme DVD in Action” sidebar in Section 2, “Developing Your Campaign: Partnerships & Strategies,” for ideas on how to use the Theme Video.

## 2014 NCVRW Theme Poster

This year’s full-size (22” x 28”) poster, which features a silhouetted Lady Justice raising her scales above the scaffolding that envelops her, celebrates the 30<sup>th</sup> anniversary of the Victims of Crime Act and the struggle to *restore the balance of justice*. If you signed up for the NCVRW mailing list, you will have automatically received a physical copy of the 2014 NCVRW Theme Poster, the 2014 NCVRW Resource Guide Print Artwork folder, and the 2014 NCVRW Theme Video and CD-ROM dual-disc case containing electronic files of all Resource Guide components. Also, by signing up at <https://puborder.ncjrs.gov/Listservs/Subscribe/NCVRW.asp>, you will receive an e-mail notification when the Resource Guide is available to download from the OVC website, as well as details concerning the National Crime Victims’ Service Awards. You can download both this year’s and previous years’ Resource Guides, including the Resource Guide artwork and videos, at [www.ovc.gov/ncvrw](http://www.ovc.gov/ncvrw).

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