

Serving Victims Building Trust Restoring Hope

SECTION 1 | RESOURCE GUIDE OVERVIEW

Serving Victims. Building Trust. Restoring Hope.

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 *2016 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 all 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 *2016 NCVRW Resource Guide* includes a wide array of user-friendly outreach tools and sample products, fact sheets on victimization, information on the history of victims' rights in the United States, and concrete, practical ideas for serving victims, building trust, and restoring hope in your community. Explore and adapt these resources as you plan your public awareness campaign for **National Crime Victims' Rights Week, April 10–16, 2016**.

2016 NCVRW Theme and Theme Colors

The 2016 NCVRW theme—*Serving Victims. Building Trust. Restoring Hope*.—highlights how supportive, culturally appropriate services provided in the immediate aftermath of a crime help establish trust and restore victims' hope for healing and recovery. The 2016 theme colors—medium blue and dark gold—are used throughout the Resource Guide. (See "[Match the Colors](#)" box for more details.)

NCVRW Kickoff Event

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.

MATCH THE COLORS

This year's NCVRW theme design is an uplifting call to ensure all victims of crime receive the support and knowledge they need to move forward. For your convenience, we have also included comparable PMS colors, RGB values, and hex codes:

MEDIUM BLUE: C=80, M=61, Y=18, K=2

Comparable Colors:

PMS 653C

R=72, G=103, B=153

HTML #486799

DARK GOLD: C=18, M=48, Y=100, K=2

Comparable Colors:

PMS 7563C

R=205, G=139, B=42

HTML #cd8b2a

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

En Español!

This year's Resource Guide is once again available online in Spanish. Visit www.ovc.gov/ncvrw2016 to access this material.

NCVRW Planning Tips

The following tips will help enhance your 2016 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, select the materials that are most helpful to achieve them.
- Organize an NCVRW planning committee to set goals and priorities, brainstorm activities, and share the workload. Diverse collaborations will help ensure more victims hear your message in a way that resonates with them. Your committee might include leaders of civic organizations, universities, parent-teacher associations, or student organizations; members of criminal and juvenile justice agencies, faith communities, the service industry, or the news media; business or health professionals; and, of course, crime victims, survivors, and victim service providers.
- 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 list of local media outlets and the appropriate contacts to notify about special events and activities.
- Coordinate planning for 2016 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.

- Think creatively about meaningful ways to engage your community to support all victims affected by crime during this year's National Crime Victims' Rights Week and throughout the year.

2016 NCVRW Resource Guide Contents

Introductory Materials

- Letter from Marilyn Roberts, Acting Director of the Office for Victims of Crime
- Letter from Mai Fernandez, Executive Director of the National Center for Victims of Crime
- Resource Guide at a Glance
- Frequently Asked Questions

NCVRW Theme Video

The brief Theme Video, playable from the NCVRW website at www.ovc.gov/ncvrw2016, is a powerful public awareness tool that highlights how communities can serve victims, build trust, and restore hope. Meeting victims where they are and wherever they disclose their victimization helps establish an atmosphere where victims are believed and one in which they are more likely to seek assistance. Consider downloading the Theme Video (right-click to "Save As") and using it 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.

NCVRW Resource Guide Artwork

The following art files come in a variety of formats—some with room for local information—to help unite your outreach efforts with others across the country. The artwork is provided in three formats:

- Adobe InDesign layout pages, including the Illustrator and Photoshop images required to correctly open and print the artwork. To view these files, users must have the latest Adobe Creative Cloud applications.
- 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.

These three formats 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, among others. For more information on the artwork in this year's Resource Guide, please refer to Section 3, "About the Resource Guide Artwork."

- 2016 NCVRW Theme Color Palette
- 2016 NCVRW 11" x 17" and 22" x 28" Theme Poster*
- Billboard Art
- Bookmarks
- Buttons, Logos, and Magnets
- Certificate of Appreciation
- Facebook Cover and Profile 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

* Hard copies of the large English Theme Poster are available for a small shipping fee at www.ovc.gov/ncvrw2016.

Section 1. Resource Guide Overview

Section 2. Developing Your Campaign: Partnerships & Strategies

- Commemorative Calendar
- Notable Quotables
- Sample Proclamation
- Presentation Tips (*including 2016 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
- Sidebar: A Printing Primer

Section 4. Communicating Your Message: Media Tips and 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 and Services

Crime Victims' Rights in America: A Historical Overview

Section 6. Crime and Victimization Fact Sheets

Brief fact sheets covering the latest in crime and victimization—*new format for enhanced outreach!*

- Crime and Victimization in the United States
- Crime Trends
- Assault
- Burglary, Theft, and Robbery
- Child, Youth, and Teen Victimization
- Crimes against Persons with Disabilities
- Driving Under the Influence (DUI)
- Economic and Financial Crime
- Elder Victimization
- Hate and Bias Crime
- Homicide
- Human Trafficking
- Intimate Partner Violence
- Mass Casualty Shootings
- 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

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