

# STRENGTH ★ RESILIENCE ★ JUSTICE

## ★★ Developing Your Campaign: Partnerships & Strategies ★★

National Crime Victims' Rights Week (NCVRW) is an annual observance to bring communities together and educate the public about victims' rights, protections, and services. It is also about recognizing organizations who have been fighting for victims' rights for decades, forging new partnerships to address current problems, and strengthening existing partnerships.

Collaboration among victim service providers, criminal justice professionals, and other allied professionals has been integral to this movement and the push for practice-based, trauma-informed services for all victims of crime. In addition, strong partnerships are an opportunity to organize events, such as recognition of awareness days, educational presentations, and other activities, to honor victims, survivors, their families, and your community.

This section is designed to help you share this message of hope and encouragement with victims and the broader community. The following resources can inform and strengthen your networking and outreach for National Crime Victims' Rights Week and throughout the year. ★

### CONTENTS

- Sample Proclamation
- Notable Quotables
- Presentation Tips
- Sample PowerPoint Template
- Extend Your Reach through Partnerships
- Ideas for NCVRW Special Events
- Theme Video in Action
- Commemorative Calendar



### 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 Friday, April 7, 2017, in Washington, DC, and will be streamed live. For more information about this special event, including the time and location, please visit [www.ovc.gov/ncvrw](http://www.ovc.gov/ncvrw).

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

## Sample Proclamation

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National Crime Victims' Rights Week ceremonies often include proclamations from public officials—governors, mayors, or county council presidents—to inspire the community, raise awareness of victims' rights, and address unmet needs. Officials often hold public signings of these proclamations and invite sponsoring agencies and the local media to attend. Increase the likelihood that they will issue a proclamation by providing them with a sample; they will appreciate having an example to guide their own proclamations and public statements. Contact your officials well in advance of National Crime Victims' Rights Week to invite them to speak at your ceremony or to issue a NCVRW proclamation.

### National Crime Victims' Rights Week, April 2-8, 2017

Whereas, Americans are the victims of more than 20 million crimes each year, affecting individuals, and communities;

Whereas, Providing victims with knowledge of their rights and available services further strengthens their ability to recover by restoring a sense of self-empowerment;

Whereas, A trauma-informed response to victims promotes healing and fosters strength in survivors;

Whereas, Unaddressed trauma from victimization weakens the resilience of victims and their communities, impeding their ability to withstand future trauma;

Whereas, Victims who feel understood and supported are more likely to disclose their victimization, seek services, and participate in the justice process;

Whereas, A multidisciplinary response, involving collaboration among victim service professionals, criminal justice officials, legal professionals, medical and mental health providers, and community leaders is essential to reach and serve all victims—especially those who are marginalized, have disabilities, or live in remote locations;

Whereas, Strengthening the multidisciplinary response—bringing diverse skills, perspectives, and understandings together in the service of victims—also serves to build the resilience of those responders, by strengthening the confidence in their roles, abilities, and sense of contribution;

Whereas, National Crime Victims' Rights Week, April 2-8, 2017, provides an opportunity to recommit to ensuring that all victims of crime—especially those who are challenging to reach or serve—are afforded their rights and receive a trauma-informed response; and

Whereas, *[Your organization]* is hereby dedicated to strengthening victims and survivors in the aftermath of crime, building resilience in our communities and our victim responders, and working for justice for all victims and survivors.

Now, therefore, I, \_\_\_\_\_, as *[Governor/County Executive/Mayor, Other Title]* of \_\_\_\_\_, do hereby proclaim the week of April 2-8, 2017, as

### *Crime Victims' Rights Week*

And reaffirm this *[City/County/Parish/State/Tribe's]* commitment to creating a victim service and criminal justice response that assists all victims of crime during Crime Victims' Rights Week and throughout the year; and to express our sincere gratitude and appreciation for those community members, victim service providers, and criminal justice professionals who are committed to improving our response to all victims of crime so that they may find relevant assistance, support, justice, and peace.

\_\_\_\_\_ *[Signature]*

\_\_\_\_\_ *[Date]* ★

## Notable Quotables

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A key NCVRW goal is to inspire and motivate your community to support victims' rights. Your speeches, announcements, and presentations may benefit from including a few powerful quotations to underscore this message of collective support. The quotations compiled here build on the 2017 NCVRW theme—*Strength. Resilience. Justice.*

### Strength

"We are only as strong as we are united, as weak as we are divided."

– J.K. ROWLING (1965-)

"It's not always necessary to be strong, but to feel strong."

– JON KRAKAUER (1954-)

"You have power over your mind—not outside events. Realize this, and you will find strength."

– MARCUS AURELIUS (121 AD-180 AD)

"With the new day comes new strength and new thoughts."

– ELEANOR ROOSEVELT (1884-1962)

"Strength does not come from physical capacity. It comes from an indomitable will."

– MAHATMA GANDHI (1869-1948)

"The most beautiful people I've known are those who have known trials, have known struggles, have known loss, and have found their way out of the depths."

– ELIZABETH KUBLER ROSS (1926-2004)

"You gain strength, courage, and confidence by every experience in which you really stop to look fear in the face. You must do the thing which you think you cannot do."

–ELEANOR ROOSEVELT (1901 - 1962)

### Resilience

"The greatest glory in living lies not in never falling, but in rising every time we fall."

– NELSON MANDELA (1918-2013)

"Life doesn't get easier or more forgiving, we get stronger and more resilient."

– STEVE MARABOLI (1975-)

"It does not matter how slowly you go so long as you do not stop."

– ANDY WARHOL (1928-1987)

"Man never made any material as resilient as the human spirit."

– BERNARD WILLIAMS (1929-2003)

"You may encounter many defeats, but you must not be defeated. In fact, it may be necessary to encounter the defeats, so you can know who you are, what you can rise from, how you can still come out of it."

– MAYA ANGELOU (1928-2014)

"Never confuse a single defeat with a final defeat."

– F. SCOTT FITZGERALD (1896-1940)

"Always bear in mind that your own resolution to succeed is more important than any one thing."

– ABRAHAM LINCOLN (1809-1865)

"Most of the important things in the world have been accomplished by people who have kept on trying when there seemed to be no hope at all."

– DALE CARNEGIE (1888-1955)

"The human capacity for burden is like bamboo—far more flexible than you'd ever believe at first glance."

– JODI PICOULT (1966-)

"If you can dream it, you can do it."

– HELEN KELLER (1880-1968)

## Justice

"There may be times when we are powerless to prevent injustice, but there must never be a time when we fail to protest."

– ELIE WIESEL (1928-2016)

"Truth never damages a cause that is just."

– MAHATMA GANDHI (1869-1948)

"Justice will not be served until those who are unaffected are as outraged as those who are."

– BENJAMIN FRANKLIN (1705-1790)

"Right is right, even if everyone is against it, and wrong is wrong, even if everyone is for it."

– WILLIAM PENN (1644-1718)

"True peace is not merely the absence of war, it is the presence of justice."

– JANE ADDAMS (1860-1935)

"Human progress is neither automatic nor inevitable... every step toward the goal of justice requires sacrifice, suffering, and struggle; the tireless exertions and passionate concern of dedicated individuals."

– MARTIN LUTHER KING JR. (1929-1968)

"Being good is easy, what is difficult is being just."

– VICTOR HUGO (1802-1885)

"We are not to simply bandage the wounds of victims beneath the wheels of injustice, we are to drive a spoke into the wheel itself."

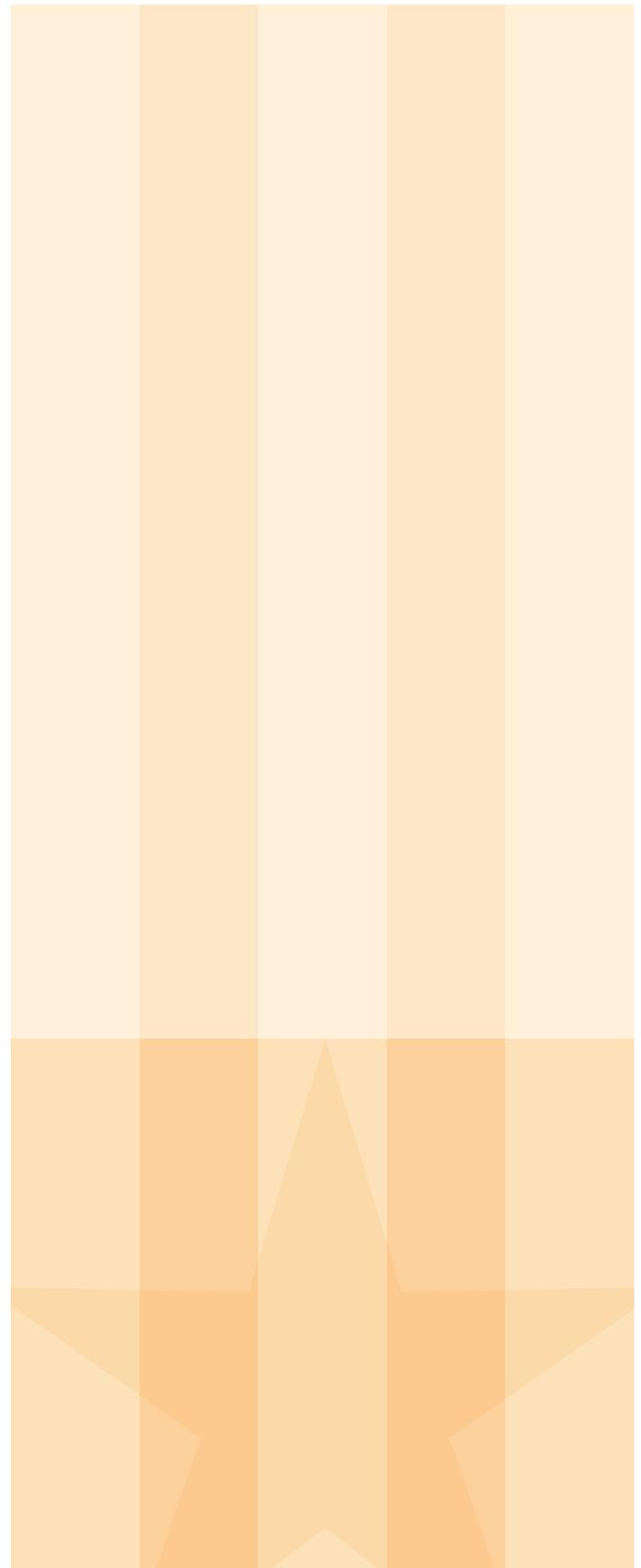
– DIETRICH BONHOEFFER (1906-1945)

"How wonderful it is that nobody need wait a single moment before starting to improve the world."

– ANNE FRANK (1929-1945)

"All the great things are simple, and many can be expressed in a single word: freedom, justice, honor, duty, mercy, hope."

– WINSTON CHURCHILL (1874-1965)



## Presentation Tips

Presentations are unique opportunities to educate your community about victims' rights and services during National Crime Victims' Rights Week. Civic groups, schools, or businesses may ask you to speak to their members or other audiences about challenges faced by victims and what individuals in the community can do to help. Appeal to your audience by choosing issues that directly affect their local community or by focusing on special services that are available to crime victims in their area.

- Talk with your colleagues and research local media outlets for local crime trends.
- Check the FBI's Uniform Crime Reports Data Tool at [www.ucrdatatool.gov](http://www.ucrdatatool.gov) to see whether your local area is included. For recent, national crime statistics, refer to the Crime and Victimization Fact Sheets in this Resource Guide at [www.ovc.gov/ncvrw2017](http://www.ovc.gov/ncvrw2017).
- Consider the gaps in services and what your community can do to improve its response to victims. Demonstrate to your audience why crime victims' rights should matter to them.

Getting started on a presentation can be daunting; however, if you break it down into smaller pieces, it's easier to tackle the task and prepare a presentation that will inspire and motivate your NCVRW audiences. The presentation tips included in this section will help you clarify your goals, cater to your audience, and choose the best approach for your presentation. This section also includes a sample PowerPoint template featuring the 2017 NCVRW theme to customize and tailor to your needs.

### Preparing for Your Presentation

#### Audience

The success of your presentation depends on your ability to engage your audience. When you are invited to speak, find out:

1. **Who is your audience?**
2. **What do they want to know** about crime and victimization? Which issues concern them the most?
3. **How can you help them** be more responsive and better support victims in their community?

For a student audience, think about the different crimes that might affect their lives, such as dating violence, bullying, or gun violence. For civic groups consider crimes that typically happen behind closed doors, such as sexual assault or crimes against persons with disabilities. For the business community, think about crimes that can impact business operations, such as fraud, identity theft, or the intersection of workplace violence with intimate partner violence and stalking.

#### Message

Determine the overall message of your presentation based on your audience and the topics you've been asked to address. What do you want your audience to take away from the presentation? Decide on your theme before you begin outlining, writing, or preparing. Think about how your theme relates to this year's theme for National Crime Victims' Rights Week—*Strength. Resilience. Justice.*—as well as the invitation to speak. Choose a presentation title that captures your main idea, and refer to your theme in the beginning, body, and conclusion of your talk.

#### Presentation Roadmap

Plan how you will organize the overall structure of the presentation. How will you start and end your remarks? Focus your message, and weave these ideas into a narrative that is meaningful to your audience.

## 1. Opening: Grab your audience's attention.

- Tell a short, compelling story about a crime in your community.
- Cite a surprising statistic.
- Ask your audience to guess the facts about a specific crime (e.g., the number of times a particular crime happens annually in the community).
- Relate your story or statistics back to your main message (e.g., early intervention helps to prevent future victimization, or involvement in the criminal justice system builds resilience).

## 2. Body: Build your presentation around three supporting ideas, placed in a logical pattern that leads to a clear conclusion. Your topic will determine your pattern. Typical idea development structures include:<sup>1</sup>

- **Chronological:** Past, present, future
- **Sequential:** Step-by-step process (e.g., for project rollout)
- **Climactic:** Least to most important
- **Problem-Solution:** Problem, solution, benefits
- **Compare-Contrast:** Similarities and differences of specific factors
- **Cause and Effect:** Causes and results of specific situations
- **Advantage-Disadvantage:** Information arranged into "good" or "bad" categories to help the audience see both sides of an issue

Once you have decided how to structure your presentation, jot down supporting ideas and evidence, illustrations, or stories to support your main message.

## 3. Conclusion: Re-state your theme and main points.

Ask the audience to take specific action such as liking your organizations' Facebook page, signing up for communications, or donating to a fundraiser.

## Method

Regardless of how you share your information (PowerPoint, a poster, webinar, interactive activity, etc.) remember to keep your audience involved by asking them to engage both with each other in a small group discussion and with you by allowing time for questions throughout the presentation or at the end. Practice your presentation until you feel comfortable. Know how long it takes to deliver and adjust your talking points to meet the time requirements of the presentation.

If you choose PowerPoint or another similar software, public-speaking experts suggest the following guidelines for preparing effective slides:

- **Design:** Choose a simple, uncluttered design and solid colors. Use the same design on every slide. Use dark text on light backgrounds.
- **Bullets:** Limit yourself to 6 bullets per slide, no more than 8 words per bullet.
- **Font:** Use sans-serif fonts (e.g., Arial, Verdana) for readability. Avoid all uppercase letters, except for titles, and use italics sparingly.
- **Font Size:** Use at least 24-point type.
- **Graphics, Charts, and Photos:** Use simple graphics and photos that are visible to the audience. (The 2017 NCVRW Theme Artwork is available to use, as well as the 2017 NCVRW PowerPoint template and Crime and Victimization Fact Sheets.)
- **Animation:** Limit the use of animation and sound effects.
- **Video:** Use video sparingly, and only to support the theme; embed your videos into PowerPoint rather than stream them from the Internet.
- **Spelling and Grammar:** Use spell check and proofread your slide several times.
- **Preview:** Preview the presentation in its entirety before delivering.

Never read your slides, but use them as a guide. As you rehearse, track how long it takes you to go through all the slides, and adjust your presentation accordingly.

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<sup>1</sup> Nancy Duarte, *Resonate: Present Visual Stories That Transform Audiences*, (Hoboken, NJ: John Wiley & Sons, 2010), 129.

## Communicating Effectively

Public speaking makes everyone somewhat nervous. Practice lessening your anxieties by preparing carefully and concentrating on the audience when you speak. Your goal is to tell a story about a problem and let your audience know how they can help solve it. Remember, you are an expert in what you are presenting. Here are some tips to help your presentation go smoothly:

1. Speak in a positive, warm, tone.
2. Smile and make eye contact with the audience.
3. Avoid physical mannerisms and gestures.
4. Set expectations by telling the audience whether you would like them to ask questions throughout the presentation or at the end, and if you are okay with the use of social media.
5. Practice, practice, practice.

## Prepare the Room

The day of your presentation arrive 30 to 45 minutes early to check in with the host, test the equipment, and arrange the room to suit your needs. It may be helpful to ask someone to help you test the volume of your voice. Always have two ways to access your presentation such as an accessible email account, removable drive, or hard copy. ★

### SAMPLE POWERPOINT TEMPLATE

Accompanying this section is a sample PowerPoint template featuring the 2017 NCVRW theme and graphic design. You may use the template to prepare and customize your own NCVRW PowerPoint presentations. Images of the master title and content slides appear on this page, and the actual PowerPoint file is also available for download from the NCVRW website, [www.ovc.gov/ncvrw2017](http://www.ovc.gov/ncvrw2017).



Title

Your Name  
Your Organization  
Name of Event  
Date

Content Slide

NATIONAL CRIME VICTIMS' RIGHTS WEEK  
★ ★ ★ APRIL 2-8 ★ 2017 ★ ★ ★

STRENGTH ★ RESILIENCE ★ JUSTICE

## Extend Your Reach through Partnerships

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The power of partnerships launched the crime victims' rights movement and the achievements we celebrate every year. Families of murdered children and victims of sexual assault, drunk driving, domestic violence, and other crimes mobilized at the grassroots level, joining forces to demand justice for victims of crime. The National Campaign for Victims' Rights, founded by these partners, led to President Ronald Reagan's reforms on behalf of crime victims, his declaration of the first National Crime Victims' Rights Week, and the creation of the Victims of Crime Act and Crime Victims Fund, whose anniversary we celebrate this week. Through our partnerships and community building, we have made history.

National Crime Victims' Rights Week offers an opportunity to renew and strengthen our partnerships, and to highlight the collaborative approaches that are integral to reaching victims early and establishing trust. The *2017 NCVRW Resource Guide* itself is the product of a partnership between the Office for Victims of Crime and the National Center for Victims of Crime, and is supported by the U.S. Postal Inspection Service and the partner organizations highlighted in the "Additional Resources" section of this Resource Guide. Through partnerships, organizations more effectively mobilize their experience, skills, messages, resources, and stakeholders to help plan a powerful NCVRW strategy.

Partnerships with other organizations and allied professionals can dramatically boost the impact of your campaign. Once your organization decides to participate in the week's events, identify potential partners. Contact them right away, and explore ways to partner for National Crime Victims' Rights Week. Ask businesses, civic organizations, faith communities, professional associations, and other partners to lend their skills, resources, and staff time to your NCVRW campaign. By joining forces, you will create a memorable campaign in your community and lay the foundation for future partnerships.

### Step 1: **Decide What You Are Looking for in a Partnership**

Partnerships are valuable opportunities to support the professional development of organizations and individuals in your network, as well as to find creative solutions to challenging problems and goals in your community.

When building partnerships, consider the following:

- What skills does your organization have that you can share with others?
- Who in your organization can play a leadership role in building this partnership?
- What is your area of expertise and who could benefit from learning more about it?
- What expertise or skills is your organization missing?
- How will this effort contribute to or expand access and equitable services to victims of crime?

### Step 2: **Identify Potential Partners**

It is important to recognize that, in addition to other victim service organizations, every business, sports team, community group, and law enforcement agency has the potential to be a valuable partner in raising awareness about National Crime Victims' Rights Week or other events. Some partnerships, like multidisciplinary teams, require ongoing interaction and collaboration throughout the year, while others serve as a resource or consultant for each other if they are unsure how to proceed in a particular situation. When building a new partnership, consider what will be helpful for the community, beneficial for the staff involved, and sustainable in the future. Here are a few suggestions to get you started:

- **Expand your network** – Partnering with organizations who specifically work with marginalized and underserved communities is an opportunity to learn about other cultures, understand the barriers faced by victims, implement

trauma-informed practices, and improve the cultural competency of your organization.

- **Build a multidisciplinary response team** – Multidisciplinary response teams often focus on a specific population of crime victims, such as victims of sexual assault, victims with disabilities, or victims of child abuse. These teams can include, but are not limited to, cooperative responses to emergency calls, meetings between partners to discuss recent cases, and joint decisions in the interests of children, the elderly, and adults with cognitive disabilities.
- **Provide education about victims' rights and options** – National Crime Victims' Rights Week is an opportunity to educate your local community about the rights of crime victims. Hosting an information fair, fundraiser, or other community event is a great way to build partnerships, increase the visibility of local victim service providers, and support greater understanding of victims' rights and options following a crime.
- **Raise awareness** – Local community centers and businesses often have space to hang posters, collect donation items, and host events. These partnerships are important to developing lasting community engagement.

### Step 3: Build Partnerships

Building a partnership takes patience, collaboration, communication, and organization. It is important that each partner is responsive and engages in the partnership-building process. In addition, partners should work together to ensure that each partner is able to achieve their goals in a way that is victim-centered, culturally competent, and trauma-informed. Here are some things to consider:

- **Think about the people you serve** – Consider the services your organization provides to victims, as well as your organization's role and reputation in the community. How can they benefit from this partnership? How can your organization grow and learn as a result of this partnership?

## COMMUNITY PARTNER IDEAS

### Allied Professionals

- Victim Service Agencies
- Law Enforcement Professionals, Prosecutors, and Institutional and Community Corrections Professionals
- Healthcare Professionals
- Mental Health Professionals

### Art and Cultural Organizations

### Businesses and Corporations

- Business and Professional Associations
- Fitness Clubs
- Grocery Stores and Restaurants
- Salons and Spas
- Visitors' and Convention Bureaus

### Civic Organizations

### Colleges and Universities

### Faith Communities

### Government Agencies and Officials

- Agencies Serving Seniors and Persons with Disabilities
- Community Liaison Offices
- Consumer Protection Agencies
- Libraries
- Public Officials
- Schools

### Military Installations

### Tribal Authorities

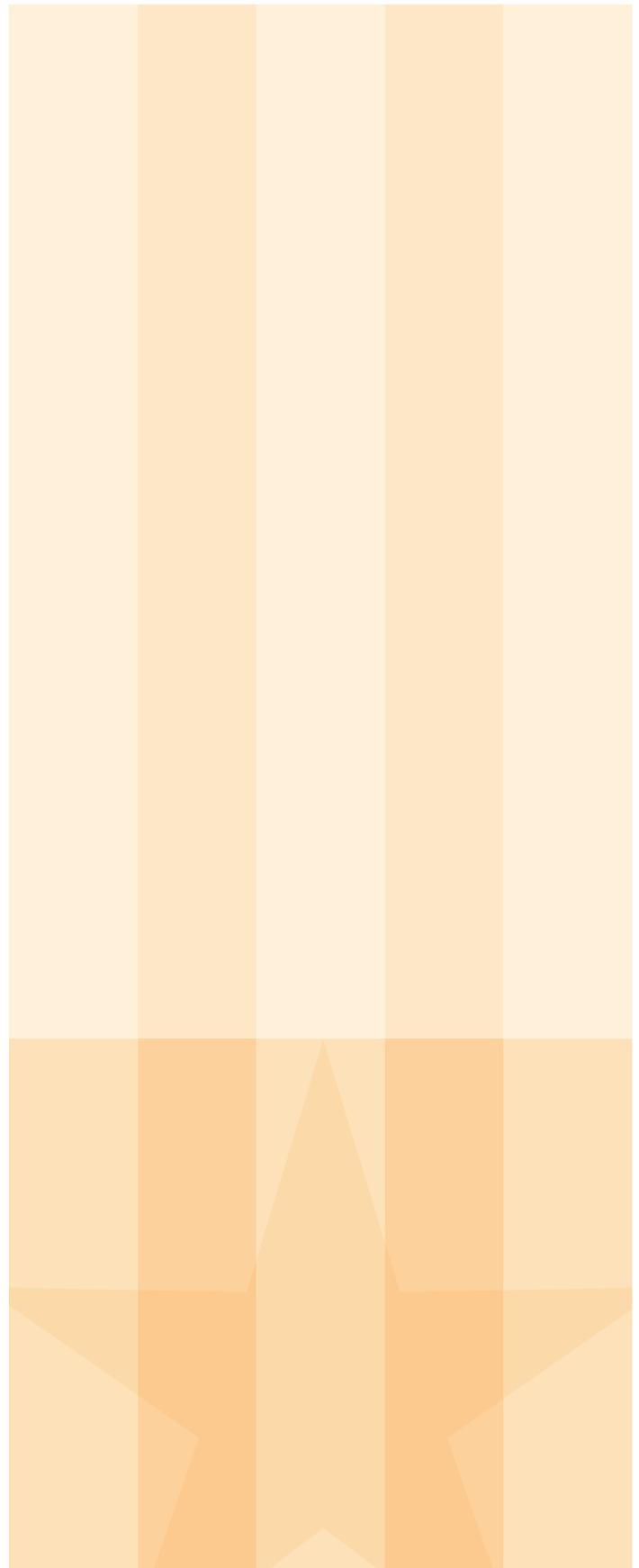
### Workforce Training/Job-Search Centers

### Youth-Serving Organizations

# Developing Your Campaign

- **Facilitate trust and respect between partners –** Building trust and respect between partners is essential to ensuring the partnership is productive, both partners are invested in the project, and transitions among staff members are smooth. During meetings, facilitate a space in which individuals can ask questions, raise concerns, and share. Communication between each party must be reliable and consistent.
- **Establish clear expectations for the partnership –** Have a candid conversation at the beginning of the partnership about what each partner is hoping to gain from collaboration. Partnerships should be mutually beneficial, with responsibilities clearly delineated and shared among all parties. It is also important at the start of the partnership to define a common vision and set of goals.
- **Engage in careful management of the partnership –** In many partnerships, establishing a leader can support effective communication and timely achievement of goals. However, this leader is not solely responsible for the outcome of the partnership. Set ground rules and establish protocols. Provide formal and informal communication with the public and the media, as appropriate and necessary.
- **Be strategic in the implementation and evaluation of the partnership's goals –** Have a strategy for your partnership. Strong and lasting partnerships are built on a foundation of shared values and interests. For each project you work on together, establish a timeline and plan for how the project will be implemented and completed. It is also important to discuss how you will evaluate and measure the project's success.

Building partnerships takes time and energy. However, strategic partnerships can have a lasting impact on a community, your organization, and the victims you serve. Use this National Crime Victims' Rights Week to motivate, strengthen, and launch partnerships in your community.



## Ideas for NCVRW Special Events

Each year, communities throughout the country develop a variety of creative ways to commemorate National Crime Victims' Rights Week. From festivals to educational forums, art displays to tree plantings, marches to memorials to media outreach, diverse groups with a variety of experiences, knowledge, and skills create their own traditions to honor, engage, and advocate for victims. In anticipation of National Crime Victims' Rights Week, your organization has the opportunity to reach out to other local groups and coordinate events that honor crime victims and raise awareness of victim issues within the community.

To support these efforts, the Office for Victims of Crime, in conjunction with the National Association of VOCA Assistance Administrators, offers funding assistance through its Community Awareness Projects (CAP) initiative. Each year, the awards are selected based on criteria including collaboration, innovation, community impact, media involvement, and experience with victims' issues. As you plan your 2017 activities, use this list of last year's events from communities around the country for inspiration on how to encourage strength, justice, and resilience in your community. (See <http://cap.navaa.org> for more information.)

### Advertising Campaigns

- The **Crime Victim Assistance Division, Iowa Attorney General's Office**, in Des Moines exhibited billboards along two interstate highways that focused on victims in marginalized communities.
- The **City of Beatrice** in Nebraska sponsored billboards that included NCVRW artwork and local victim assistance contact information.
- The **North Dakota Department of Corrections and Rehabilitation** in Bismarck, North Dakota, exhibited four billboards regarding information about National Crime Victims' Rights Week.
- The **Korean American Family Service Center** in Flushing, New York, conducted an advertising campaign in English, Korean, Chinese, Spanish, and Arabic. Ads were placed in buses and bus stops, in addition to free Korean magazines.
- The **Mayerson Center for Safe and Healthy Children** in Cincinnati, Ohio, raised awareness about the effects of trauma on children and families, and shared empowering messages using 10 billboards throughout the state. The billboards were designed to be culturally relevant to the communities in which they were displayed.

### CONTENTS

Advertising Campaigns  
 Art Events and Musical Performances  
 Award Ceremonies  
 Balloons and Pinwheels  
 Candlelight Vigils  
 Educational Forums  
 Garden Ceremonies and Tree Displays  
 Information and Resource Fairs  
 Interactive Displays  
 Marches and Walk/Run Events  
 Outreach Activities  
 Public Service Announcements  
 Youth-Focused Outreach

- The **Monroe County Community Health Access Committee** in Madisonville, Tennessee, highlighted crime victims' rights across four double-sided billboards in rural communities.

- **Aid to Domestic Abuse Victims (AVDA)** in Houston, Texas, created 15 billboards in different neighborhoods across the city in both English and Spanish.
- **Rural Resource Victim Services** in Colville, Washington, posted four billboards along main roadways to inform drivers of local victim services. They coordinated these efforts with a Facebook campaign.
- **Crisis Center of Magic Valley** in Twin Falls, Idaho, used social media and radio advertisements to spread the word about their “Crime Victims’ Rights Walk.”

## Art Events and Musical Performances

- **YWCA of Western Massachusetts** in Springfield invited victims to speak about their experiences and learn to paint about happiness in an art class.
- The **South Carolina Department of Probation, Parole and Pardon Services** in Columbia invited victims and survivors to display their personal artwork, poetry, and essays at information fairs. The pieces were later displayed again in the agency’s offices.
- The **Del Mar College Foundation** in Corpus Christi, Texas, hosted an “Express Past the Pain” art exhibit that displayed students’ and community members’ artwork including photography, posters, videos, sculptures, and essays. These pieces focused on using healthy outlets as a way to express feelings and heal from trauma.
- **Network of Victim Assistance** in Jamison, Pennsylvania, created a “Tree of Hope” mosaic mural with their clients that represented hope and resilience.
- The **Shafer Center for Crisis Intervention** in Hattiesburg, Mississippi, held a live concert and handed out promotional materials about victims’ rights and services to attendees.

## NATIONAL SERVICE AWARDS

Each year the U.S. Department of Justice, Office of Justice Programs, Office for Victims of Crime, holds the National Crime Victims’ Service Awards Ceremony to honor individuals or programs whose outstanding work on behalf of crime victims merits the esteem of their colleagues in the victim services and criminal justice fields. The 2017 Awards Ceremony will be held April 7, 2017, in Washington, DC, and streamed live. For details, visit [www.ovc.gov/ncvrw](http://www.ovc.gov/ncvrw).

## Award Ceremonies

- The **Iowa Organization for Victim Assistance** in Des Moines presented an award recognizing outstanding work on behalf of crime victims. The ceremony included speeches by victims and survivors regarding their experience and healing process.
- **Sunflower House** in Shawnee, Kansas, combined a recognition ceremony with a resource fair. They offered several promotional items highlighting various community resources.
- The **Family Refuge Center, Inc.**, in Lewisburg, West Virginia, awarded six people a “Beacon of Hope” plaque in a public ceremony, during which a panel of professionals discussed victims’ rights and a survivor spoke about her experience.

## Balloons and Pinwheels

- The **City of Fort Myers Police Department** in Florida released 50 white dove peace balloons, created a rock garden dedicated to crime victims and their families, and held a butterfly release ceremony.
- **Silence Is Violence** in New Orleans, Louisiana, released balloons that displayed the names of crime victims and the agency that served them.

- **Child First Advocacy Center** in Rutland, Vermont, displayed one pinwheel for every victim of crime in the county.
- The **City of Detroit Police Department** in Michigan held a balloon release as part of an advocacy and awareness event to combat “No Snitching” street policies, which often hinder police investigations.
- The **Iowa Tribe of Oklahoma** in Perkins hosted an awareness activity with scenarios about how to assist victims and included a balloon release.
- The **Kaw Nation** in Kaw City, Oklahoma, held a walk/run to raise awareness about cultural competency and released balloons in honor of victims of abuse.

### Candlelight Vigils

- The **Walker County District Attorney’s Office** in Jasper, Alabama, displayed a PowerPoint honoring victims during a candlelight vigil held in front of a crime victims’ memorial fountain at the county courthouse. Speakers included survivors, victim service providers, and local children’s musical groups.
- **Destined to Win Ministries** in Winterville, North Carolina, organized a candlelight vigil for victims and their families, in addition to a public event featuring a well-known speaker.
- **Restoring Ancestral Winds** in Termonton, Utah, displayed silhouettes of silent witnesses, representing both tribal and non-tribal victims, at a candlelight vigil. Tribal witnesses wore traditional shawls while non-tribal witnesses held shields.
- The **Resource and Crisis Center of Galveston County** in Galveston, Texas, held multiple NCVRW events, including a candlelight vigil, where they displayed banners and handed out victims’ rights bracelets to attendees.

### Educational Forums

- The **Crime Victims Assistance Association of Arkansas** in Little Rock held a forum on victim rights and recognition and displayed victims’ rights law posters in public buildings.
- The **Springtime Club** in Clearwater, Florida, demonstrated motivational coping techniques for survivors, including martial arts and self-defense classes, yoga, a Tai Chi demonstration, chair massage therapy, and therapy dogs.
- The **Guam Coalition Against Sexual Assault & Family Violence** in Hagatna held a two-day forum, which included a tabling event and recognition ceremony.
- The **Kentucky Office of the Attorney General** in Frankfort, Kentucky, hosted a speaker on childhood human trafficking and victims’ rights, and announced poster contest winners.
- **Enlace Comunitario** in Albuquerque, New Mexico, hosted a bilingual awareness event that screened a documentary about a domestic violence survivor who became a community leader. There were also several speakers on victims’ rights, in addition to survivors who shared their experiences and poetry.
- **Wiconi Wawokiya, Inc.**, in Fort Thompson, South Dakota, hosted a survivor’s panel on crime statistics, victims’ rights, compensation programs, shelters, and other available resources. The panel included criminal justice officials, advocates, and victims and concluded with an awareness walk.
- The **Passaic County Prosecutor’s Office of Victim Witness Advocacy** in Paterson, New Jersey, discussed domestic violence, dating violence, stalking, child abuse, and juvenile crime in a community forum.

## Garden Ceremonies and Tree Displays

- **Victims for Justice** in Anchorage, Alaska, held a tree-planting ceremony downtown to honor victims of violent crimes. They also decorated a tree with ribbons, each color representing a different type of crime.
- The **Riverside County District Attorney's Office** in California hosted a tree-planting ceremony at the new community garden where victims' families decorated memorial leaves for display in the garden.
- The **New York Crime Victims Assistance Task Force** in Saratoga Springs dedicated new rose bushes in the Homicide Victims' Rose Garden. Families whose loved ones were already represented in the garden spoke at the ceremony.
- **Alliance for Victims' Rights** in Reno, Nevada, created a memorial garden to honor victims and their loved ones, where they presented awards, hung a plaque honoring a deserving family, and displayed victim memorial quilts.
- The **North Carolina Victim Assistance Network** in Raleigh held a memorial flower ceremony. The ceremony was opened by the North Carolina Nation Guard Honor Guard and included a youth choir, memorial video, photos of victims, and a speech by a survivor of human trafficking.
- The **City of Jackson** in Mississippi held a safety information fair that included educational presentations on available services and victims' rights.
- **VictimNet** in Independence, Missouri, hosted a resource fair with speakers who shared their journey of healing and self-care practices. They also announced the winners of an awareness Fit Bit Challenge.
- The **Center for the Elimination of Violence in the Family, Inc.**, in Brooklyn, New York, hosted an awareness day rally and fair that targeted Spanish-speaking local residents. The event included presentations by victims, survivors, and advocates.
- The **Norfolk Commonwealth Attorney** in Virginia held a Community Day Resource Fair and five other public outreach events at local libraries where they distributed NCVRW promotional items.
- The **Emergency Support Shelter** in Longview, Washington, organized a Family Carnival with guest speakers, trivia about victims' rights, and "Empowerment Bingo." Attendees were given a "passport" to take to each resource booth to receive a stamp. There was also a photo booth where survivors could share their stories.

## Information and Resource Fairs

- The **Mobile County District Attorney's Office** in Alabama brought together victim advocates and criminal justice professionals, victims, and corporate businesses at a community resource fair to raise awareness about victims' rights, services, and crime prevention.
- **Legacy House** in Indianapolis, Indiana, combined a resource fair with a ROCC-a-thon (Reaching Out to Citizens affected by Crime). Victims sat in large rocking chairs together and shared their stories.
- **Townhall 2** in Kent, Ohio, handed out ribbon cards to the public. Volunteers and staff wore NCVRW-themed shirts and awareness ribbons throughout the week in an effort to educate the public about victims' rights.
- **Turning Point** in Marion, Ohio, spread awareness about domestic violence through the Clothesline Project, which included a display of shirts with powerful messages.
- **Mitchell Area Safehouse** in South Dakota organized Clothesline Project and Silent Witness displays at an awareness and safety expo to remember and honor crime victims.

- The **Pinal County Attorney's Office, Victim Services** in Florence, Arizona, displayed wooden victim silhouettes at an awareness event as a way to share and recognize their stories.
- The **Ulster County Probation, Crime Victims' Assistance Program** in Kingston, New York, screened *The Hunting Ground* and *Heaven's Rain* followed by discussions about the films. They also displayed NCVRW artwork and artwork created by the LGBTQ community.

## Marches and Walk/Run Events

- The **Red Lake Band of Chippewa Indians** in Minnesota walked around the tribal pow-wow grounds with a drum group playing traditional songs in memory of crime victims. There were also speakers and information booths at the event.
- The **Eighth Judicial District Attorney's Office** in Fort Collins, Colorado, hosted an NCVRW walk that included speakers, a balloon release, and flags displaying crime and victim services statistics.
- **Mothers United Against Violence** in Hartford, Connecticut, held a march at the state capital and shared informational materials and presentations with attendees. The presentations focused on victims of homicide and assault with a firearm.
- **Network for Victim Recovery of DC** in Washington, DC, organized a Twitter town hall and an NCVRW 5K that included survivors and supporters. Shirts for the event were designed by the winner of a community art contest. The race was lined with local crime victim services posters.
- The **Grand Traverse Band of Ottawa and Chippewa Indians** in Peshawbestown, Michigan, invited participants to dress up as superheroes at their 5K walk and run to show support for victims of crime. A survivor of childhood sexual abuse spoke at the event and awards were given out for the best costumes.

- The **Third Judicial District Attorney's Office** in Las Cruces, New Mexico, held a Walk Expo that included speakers, a memorial video, and promotional items.
- **North Central Victim Services** in Philadelphia, Pennsylvania, invited community members, police officers, and students to participate in a victim awareness 5K and kickball game. They also discussed and promoted victims' rights and resources.
- **Day One** in Providence, Rhode Island, raised awareness about sexual assault and services at their 5K event, encouraging students from local schools, ranging from middle school to college, to attend.

## Outreach Activities

- Among some of the many organizations that produced outreach materials were **Cherokee Family Violence Center** in Canton, Georgia; **Lake County State's Attorney Office** in Waukegan, Illinois; **Someplace Safe** in Fergus Falls, Minnesota; **Abuse and Rape Crisis Center** in Towanda, Pennsylvania; **Area Agency on Aging 3** in Lima, Ohio; **Wisconsin Victim Witness Professionals** in Alma, Wisconsin; **DeKalb County Solicitor-General's Office** in Decatur, Georgia; **Safe House for Women** in Cape Girardeau, Missouri; and **Advocacy and Resource Center** in Sheridan, Wyoming. In addition:
  - **Ayuda** in Washington, DC, produced brochures in seven languages detailing victim service options.
  - The **Williamsburg Police Department Victim Advocate Division** in Kentucky published a book of short stories written by victims and survivors of all types of crime. Victims and survivors read excerpts at local libraries where the books were available for free.
  - The **New Jersey Department of Corrections** in Trenton created rubber bracelets with the NCVRW logo and distributed them to social services staff members who wore them throughout National Crime Victims' Rights week.

## Public Service Announcements

- **Community Advocates for Family and Youth** in Capital Heights, Maryland, displayed in eight local theater complexes short public service announcements that included their contact information.
- **Ethiopian Tewahedo Social Services** in Columbus, Ohio, reached out to immigrant and refugee families through a public service announcement that aired on Africa TV Network.

## Youth-Focused Outreach

- **Lassen Family Services, Inc.**, in Susanville, California, hosted a Walk-a-Mile-in-Their-Shoes event for children that included an NCVRW painting contest and a chalk wall for people to write supportive messages for victims of crime.
- The **Arab Community Center for Economic and Social Services** in Dearborn, Massachusetts, hosted a weeklong art event to spread awareness about domestic violence, intimate partner violence, sexual assault, consent, victim blaming, rape culture, and bystander intervention. Youth worked with professional artists, advocates, and survivors to create visual/conceptual art, photography, new media, video, dance, theater/performance art, music, and creative writing.
- The **Utah Office for Victims of Crime** in Salt Lake City asked youth to submit poetry and creative writing, artwork, photography, music, and videography. The winning selection was displayed and shared widely.
- The **Bristol District Attorney's Office** in New Bedford, Massachusetts, created a coloring book for children that illustrated the right to feel safe, loved, and happy and provided informational resources.
- **Against Abuse, Inc.**, in Casa Grande, Arizona, held poster and coloring contests, along with other activities for children.
- The **Community Organization for Victim Assistance** in Pueblo, Colorado, invited local youth to listen to speakers about the effects of crime, what happens when someone becomes a victim, dating violence, and bullying.
- The **Chattahoochee Circuit Victim-Witness Assistance Program** in Columbus, Georgia, performed "Safety Day" presentations at 17 high schools. Program staff spoke about the dangers of distracted driving.
- The **New Kent/Charles City Victim Witness Program** in Virginia created materials, including a "Going to Court" coloring book that was distributed in several county courthouses. ★

## THEME VIDEO IN ACTION

Last year, Community Awareness Projects found a variety of uses for the Theme Video in their outreach efforts. As you plan your 2017 NCVRW campaigns, you might find some of the following suggestions helpful:

### Planning

- Brainstorm with your planning team and partners on how to build your NCVRW campaign message and how to best use the Theme Video in your outreach appeals.
- Show the Theme Video to your staff to prepare them for NCVRW activities.
- Use the Theme Video to train and build awareness among your volunteers and interns as well as to educate local students about your organization's role in building a strong and resilient community.

### Web Outreach

- Embed the Theme Video in your organization's website.
- Post a link on your site to the Theme Video on the [OVC website](#) or [OVC YouTube channel](#).
- Link to the Theme Video in your social media outreach.
- Produce a localized NCVRW public service announcement to post on your website or use at presentations.

### Ceremonies and Events

- Show the Theme Video at the beginning of your community's candlelight ceremony.
- Open your NCVRW kickoff ceremony with the Theme Video, and ask your speakers to focus their comments on the key video messages—*Strength. Resilience. Justice.*
- Project the Theme Video on a large screen, to run repeatedly before and after your NCVRW events.

### Presentations

- Edit the Theme Video to include personal accounts by local victims and survivors and offer the customized video to local advocates or educators for presentations in schools and neighborhoods to demonstrate the impact of crime.
- Present the Theme Video at an educational open house or informational meeting.

The Theme Video is available for viewing or download at [www.ovc.gov/ncvrw2017](http://www.ovc.gov/ncvrw2017).

## Commemorative Calendar

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Throughout the year, communities gather together to hold events that honor and support victims. These events are an important step toward raising awareness of victims' rights. Build on your NCVRW outreach throughout the year by highlighting relevant awareness days in your community. Use the Commemorative Calendar to think strategically about how you, and your partners, can support awareness events. Whether for one day or an entire month, these public recognitions are powerful tools for strong, resilient, and just communities.

The Office for Victims of Crime (OVC), Office of Justice Programs, U.S. Department of Justice, publishes a National Calendar of Victim Assistance-Related Events (<http://ovc.ncjrs.gov/ovccalendar>). This continually updated calendar offers extensive listings of national, state, and local victim-related events. Browse the calendar periodically to learn about additional awareness weeks as dates are finalized, and see what communities across the country are doing. You can also list your own NCVRW meetings, ceremonies, and forums, as well as other victim-related events throughout the year.

Posters to help raise awareness about a variety of crime issues are available for free download from the OVC gallery at [www.ovc.gov/gallery](http://www.ovc.gov/gallery).

### January

#### National Mentoring Month

MENTOR: The National Mentoring Partnership  
617-303-4600  
[www.nationalmentoringmonth.org](http://www.nationalmentoringmonth.org)

#### National Stalking Awareness Month

Stalking Resource Center  
National Center for Victims of Crime  
202-467-8700  
[www.stalkingawarenessmonth.org](http://www.stalkingawarenessmonth.org)

#### Tax Identity Theft Awareness Week

Federal Trade Commission  
January 30 - February 3  
202-326-2222  
[www.consumer.ftc.gov/tax-identity-theft-awareness-week](http://www.consumer.ftc.gov/tax-identity-theft-awareness-week)

### February

#### National Teen Dating Violence Awareness and Prevention Month

Break the Cycle  
310-286-3383 (Los Angeles)  
202-824-0707 (Washington, DC)  
[www.teendvmonth.org](http://www.teendvmonth.org)

### March

#### National Consumer Protection Week

March 5 - 11  
[www.ncpw.gov](http://www.ncpw.gov)

### April

#### National Child Abuse Prevention Month

Administration for Children and Families  
U.S. Department of Health and Human Services  
800-394-3366  
[www.childwelfare.gov/preventing/preventionmonth](http://www.childwelfare.gov/preventing/preventionmonth)

## National Sexual Assault Awareness Month

National Sexual Violence Resource Center  
877-739-3895  
[www.nsvrc.org/saam](http://www.nsvrc.org/saam)

## National Youth Violence Prevention Week

National Association of Students Against  
Violence Everywhere  
April 3 - 7, 2017  
866-343-SAVE (866-343-7283)  
<http://nationalsave.org/nyvpw>

## National Crime Victims' Rights Week

Office for Victims of Crime  
U.S. Department of Justice  
April 2 - 8, 2017  
800-851-3420  
[www.ovc.gov/ncvrw](http://www.ovc.gov/ncvrw)

## Global Youth Service Days

Youth Service America  
April 21 - 23, 2017  
202-296-2992  
[www.gysd.org](http://www.gysd.org)

## May

### Older Americans Month

Administration for Community Living  
U.S. Department of Health and Human Services  
202-401-4634  
<http://oam.acl.gov>

### National Law Day

American Bar Association  
May 1, 2017  
312-988-5720  
[www.lawday.org](http://www.lawday.org)

## National Correctional Officers' and Employees' Week

American Correctional Association  
May 1 - 7, 2017  
800-222-5646  
[www.aca.org](http://www.aca.org)

## National Police Week

Concerns of Police Survivors  
May 7 - 20  
573-346-4911  
[www.policeweek.org](http://www.policeweek.org)  
[www.nationalcops.org](http://www.nationalcops.org)

## National Peace Officers' Memorial Day

Concerns of Police Survivors  
May 15, 2017  
573-346-4911  
[www.policeweek.org](http://www.policeweek.org)  
[www.nationalcops.org](http://www.nationalcops.org)

## National Missing Children's Day

National Center for Missing and Exploited Children  
May 25, 2017  
800-THE-LOST (800-843-5678)  
[www.missingkids.com/May25](http://www.missingkids.com/May25)

## June

### World Elder Abuse Awareness Day

National Center on Elder Abuse  
U.S. Department of Health and Human Services  
June 15, 2017  
855-500-3537  
[www.acl.gov/newsroom/observances/WEAAD/index.aspx](http://www.acl.gov/newsroom/observances/WEAAD/index.aspx)

## July

### Pretrial, Probation, and Parole Supervision Week

American Probation and Parole Association  
July 16 - 22, 2017  
859-244-8203  
[www.appa-net.org](http://www.appa-net.org)

## September

### National Campus Safety Awareness Month

Clergy Center for Security on Campus  
484-580-8754  
<http://clerycenter.org/national-campus-safety-awareness-month>

### National Suicide Prevention Week

American Association of Suicidology  
September 4 - 10, 2017  
202-237-2280  
[www.suicidology.org](http://www.suicidology.org)

### World Suicide Prevention Day

International Association of Suicide Prevention  
September 10, 2017  
[www.iasp.info](http://www.iasp.info)

### September 11th National Day of Service and Remembrance

Corporation for National and Community Service  
September 11, 2017  
800-942-2677  
[www.serve.gov/?q=site-page/september-11th-national-day-service-and-remembrance](http://www.serve.gov/?q=site-page/september-11th-national-day-service-and-remembrance)

### National Day of Remembrance for Murder Victims

National Organization of Parents of Murdered Children  
September 25, 2017  
513-721-5683  
[www.pomc.org](http://www.pomc.org)

## October

### National Bullying Prevention Awareness Month

PACER Center  
952-838-9000  
[www.pacer.org/bullying/nbpm](http://www.pacer.org/bullying/nbpm)

### National Crime Prevention Month

National Crime Prevention Council  
443-292-4565  
[www.ncpc.org/programs/crime-prevention-month](http://www.ncpc.org/programs/crime-prevention-month)

### National Domestic Violence Awareness Month

National Resource Center on Domestic Violence  
800-537-2238  
[www.nrcdv.org/dvam/DVAM-Events](http://www.nrcdv.org/dvam/DVAM-Events)

### America's Safe Schools Week

National School Safety Center  
October 16 - 22, 2017  
805-373-9977  
[www.schoolsafety.us](http://www.schoolsafety.us)  
[www.schoolsafety.us/safe-schools-week](http://www.schoolsafety.us/safe-schools-week)

## November

### Tie One on for Safety

Mothers Against Drunk Driving  
November 10, 2016 - January 1, 2017  
877-ASK-MADD (800-275-6233)  
[www.madd.org](http://www.madd.org)

## December

### National Impaired Driving Prevention Month

Mothers Against Drunk Driving  
877-ASK-MADD (800-275-6233)  
[www.madd.org](http://www.madd.org) ★