

STRENGTH ★ RESILIENCE ★ JUSTICE

★★ 2017 NCVRW: Resource Guide Overview ★★

Strength. Resilience. 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 *2017 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, celebrate the progress made, and recommit themselves to further advancements in the crime victims' field. The *2017 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 forging strong, resilient, just communities. Explore and adapt these resources as you plan your public awareness campaign for **National Crime Victims' Rights Week, April 2-8, 2017**.

2017 NCVRW Theme and Theme Colors

The 2017 NCVRW theme—*Strength. Resilience. Justice.*—highlights three core characteristics of healthy, productive individuals and communities. Building and sustaining these traits, however, requires community stakeholders to work together to meet the diverse needs of victims in the aftermath of crime. Through a multidisciplinary approach, we can:

- strengthen victims, organizations, and communities;
- improve their resilience and ability to move forward; and
- increase the likelihood of achieving justice.

Coupled with the theme, this year's design emphasizes unity, communal responsibility, and dedication to a common goal. The 2017 theme colors—royal blue, red, and cream—are used throughout the Resource Guide and can be replicated in your campaign materials and NCVRW promotions. (See the "[Match the Colors](#)" box on the following page 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 during National Crime Victims' Rights Week in Washington, DC, and streamed live. For more information about this special event, including the time and location details, please visit www.ovc.gov/ncvrw.

En Español!

The complete Resource Guide—including sample outreach materials, theme artwork, and awareness posters—is once again available online in Spanish. Visit www.ovc.gov/ncvrw2017 to access this material.

NCVRW Planning Tips

The following tips will help enhance your 2017 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

MATCH THE COLORS

Tie in your NCVRW activities and events to those being held across the nation by using the 2017 theme palette. Designed in CMYK, the palette also includes comparable PMS colors, RGB values, and hex codes for your convenience:

Royal Blue: C=100, M=70, Y=0, K=0

Comparable Colors:

PMS 2935C

R=0, G=91, B=179

HTML #005baa

Red: C=15, M=100, Y=90, K=10

Comparable Colors:

PMS 200C

R=190, G=30, B=45

HTML #be1e2d

Cream: C=0, M=12, Y=29, K=0

Comparable Colors:

PMS 7506C

R=255, G=255, B=185

HTML #ffe189

For more information about these color spaces, see "About the Resource Guide Artwork" at www.ovc.gov/ncvrw2017.

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 2017 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.

2017 NCVRW Resource Guide Contents

Resource Guide Overview

- 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 Overview
- Frequently Asked Questions

NCVRW Theme Video

The brief Theme Video, playable from the NCVRW website at www.ovc.gov/ncvrw2017, is a powerful public awareness tool that highlights how communities can promote resilience and justice by working together to strengthen all victims of crime. 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 Video in Action** sidebar in “Developing Your Campaign: Partnerships & Strategies” for ideas on how to use the Theme Video.

NCVRW Resource Guide Artwork

A diverse collection of professionally designed art files—some with room for local information—can help unite your outreach efforts with others across the country. This year’s collection includes the Theme Poster in two sizes, Theme Artwork for a variety of print products, Web Artwork for electronic use, and three new Public Awareness Posters.

The artwork is provided in three formats:

- **Adobe Illustrator** source files. To view these files, users must have the latest Adobe Creative Cloud application.
- **JPEGs** available in both color and black and white. These individual images may be placed in graphics programs, in various word processing programs, and on websites.
- **PDFs** in color and black and white 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 easy to incorporate this year’s artwork into any electronic or print piece, including event fliers, slideshow presentations, television broadcasts, public service announcements, and print advertisements, among others.

Also included with the artwork is information on technical specifications and suggestions for production (see “About the Resource Guide Artwork”).

Artwork Contents

Theme Posters

- 22” x 28”¹ and 11” x 17”
- Theme Color Palette

Theme Artwork (print quality)

¹ A limited number of rolled copies of the 22” x 28” poster are available for a small shipping fee at www.ovc.ncjrs.gov/ncvrw2017/posters.html.

- Billboard Art
- Bookmarks
- Buttons, Logos, and Magnets
- Certificate of Appreciation
- Letterhead
- Name Tags and Table Card
- Information and Referrals Contact List
- Ribbon Cards

Web Artwork (web-compatible resolution and format)

- Banners and Ads
- Social Media Images

Public Awareness Posters (in English and Spanish)

- Sexual Assault
- Crime Victims with Disabilities
- General Crime Victim

Developing Your Campaign: Partnerships & Strategies

Sample tools, resources, and ideas for developing and collaborating on an awareness campaign:

- Sample Proclamation
- Notable Quotables
- Presentation Tips (*including 2017 NCVRW PowerPoint template*)
- Extend Your Reach through Partnerships
- Ideas for Special Events
- Sidebar: Theme Video in Action
- Commemorative Calendar

Communicating Your Message: Media Tips and Tools

Sample tools and information on interacting with the media and reaching your audience:

Crafting an NCVRW Media Plan (*with sample plans*)—*New!*

Social Media

- Sample Facebook Posts
- Sample Twitter Posts
- Sample Blog Post—*New!*
- Other Social Media Platforms

Traditional Media

- Sample News Release
- Sample Letter to the Editor
- Sample Opinion-Editorial
- Sample Public Service Announcements (PSAs)

Working with the Media

- Working with Reporters
- Advocating for Victims with the Media

Landmarks in Victims' Rights and Services

Crime Victims' Rights in America: A Historical Overview

Crime and Victimization Fact Sheets

Brief fact sheets covering the trends in crime and victimization:

- Crime and Victimization in the United States
- Crime Trends
- Assault
- Burglary, Robbery, Theft
- Crimes against Persons with Disabilities
- Driving Under the Influence (DUI)
- Financial Crime
- Elder Victimization
- Hate Crime
- Homicide
- Human Trafficking
- Intimate Partner Violence
- Mass Casualty Shootings
- School and Campus Crime
- Sexual Violence
- Stalking
- Urban and Rural Crime
- Workplace Violence
- Youth Victimization

Additional Resources

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

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