

Resource Guide Overview



Support Victims. Build Trust. Engage Communities.

The Office for Victims of Crime (OVC), Office of Justice Programs, U.S. Department of Justice, is proud to present the *2021 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 achieving 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 to further advancements in the crime victims field.

The *2021 NCVRW Resource Guide* includes an array of user-friendly outreach tools and sample products (e.g., a sample proclamation, social media posts, awareness posters), professional artwork to brand your observance (e.g., bookmarks, buttons, web ads), and information on the history of victims' rights in the United States. This year's theme—*Support Victims. Build Trust. Engage Communities.*—emphasizes the importance of leveraging community support to help victims of crime. Explore and adapt these resources as you plan your public awareness campaign for NCVRW, April 18–24, 2021, and throughout the year.

NCVRW Event

The National Crime Victims' Service Awards Ceremony, coordinated by the Office for Victims of Crime, is typically held in April. For more information about the 2021 special event, including details about the time and location, please visit www.ovc.ojp.gov/ncvrw.

En Español!

To reach the widest possible audience, many Resource Guide components are available in Spanish as well as English. To download Spanish-language outreach materials, theme artwork, awareness posters, and more, visit www.ovc.ojp.gov/ncvrw2021. In addition, users are encouraged to translate Resource Guide materials into any languages spoken by their communities. See “Frequently Asked Questions” for more information.

NCVRW Planning Tips

The following tips will help enhance your 2021 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 will best help you achieve them.
- Organize an NCVRW planning committee to set goals and priorities, brainstorm activities, and share the workload. Diverse collaborations will help ensure that 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.

- Craft a media plan. Develop a list of local media outlets and the appropriate contacts to notify about special events and activities. See “Communicating Your Message: Media Tips and Tools” for guidance and sample content.
- Coordinate planning for 2021 NCVRW with other awareness and prevention campaigns held during April, including National Child Abuse Prevention Month, National Sexual Assault Awareness Month, 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 NCVRW and throughout the year.

2021 NCVRW Resource Guide Contents

The Resource Guide contains a wide array of outreach tools and sample materials to help you develop and carry out your NCVRW awareness campaign.

Introductory Materials

- Resource Guide Overview
- Letter From Katherine Darke Schmitt, Acting Director of the Office for Victims of Crime
- Frequently Asked Questions

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 artwork in high-resolution formats for professional presses and informal print applications, as well as smaller graphics for online use. All artwork is available in both **English and Spanish**.

Incorporate this year’s artwork into your print or online outreach materials, including event fliers, social media, slideshow presentations, television broadcasts, public service announcements, and print advertisements. Included with the artwork is information on technical specifications, the color palette, and suggestions for production.

Artwork Contents

- **Theme Posters** (print and press files) in 22” x 28”* and 11” x 17”, available in both English and Spanish
- **Theme Artwork** (print and press files)
 - o Billboard art
 - o Bookmarks
 - o Buttons, logos, and magnets
 - o Certificate of appreciation
 - o Letterhead
 - o Name tags and table cards
 - o Referral flier
 - o Ribbon cards
- **Web Artwork** (web files)
 - o Banners and ads
 - o Social media images
- **Awareness Posters** (web, print, and press files)
 - o Elder Fraud
 - o Human Trafficking
 - o Victim Compensation



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Developing Your Campaign: Partnerships and Strategies

This section contains sample tools, resources, and ideas for developing and collaborating on an awareness campaign:

- Sample Proclamation
- Notable Quotables
- Presentation Tips (including the 2021 NCVRW PowerPoint template)
- Extending Your Reach Through Partnerships
- Ideas for Special Events
- Theme Video in Action
- Commemorative Calendar

Communicating Your Message: Media Tips and Tools

This section features sample tools and information on interacting with the media and reaching your audience:

- Crafting an NCVRW Media Plan (with sample plans)
- Social Media Marketing
 - o Sample Facebook posts
 - o Sample Twitter posts
 - o Sample blog posts
 - o Other social media platforms
- Traditional Media
 - o Sample news release
 - o Sample letter to the editor
 - o Sample opinion-editorial
 - o Sample public service announcements (PSAs)
- Working With the Media
 - o Working with reporters
 - o Advocating for victims with the media

Theme Palette

Tie in your NCVRW activities and events to those being held across the Nation by using the 2021 theme palette. Designed in CMYK (full color), the palette also includes comparable RGB values, hex codes, and PMS (Pantone Matching System) colors for your convenience:



PINK: C=18, M=100, Y=0, K=8

Comparable Colors:
R=187, G=14, B=130
HTML #BB0E82
PANTONE 675



PURPLE: C=97, M=100, Y=0, K=4

Comparable Colors:
R=52, G=45, B=140
HTML #342D8C
PANTONE 2735



YELLOW (optional): C=0, M=29, Y=100, K=0

Comparable Colors:
R=253, G=186, B=18
HTML #FDBA12
PANTONE 7408

For more information about these color specifications, see “How To Use the Art” at www.ovc.ojp.gov/ncvrw2021.



Landmarks in Victims' Rights and Services

This section provides a historical overview of crime victims' rights in America.

Additional Resources

This section provides information about online resources and trainings, as well as the OVC Online Gallery.

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