

Resource Guide Overview



2023 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
- 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)
 - » Billboard art
 - » Bookmarks
 - » Buttons, logos, and a challenge coin
 - » Certificate of appreciation
 - » Letterhead
 - » Name tags and table cards
 - » Referral flier
 - » Ribbon cards

- **Web Artwork** (web files)
 - » Banners and ads
 - » Social media images
- **Awareness Posters** (web, print, and press files)
 - » Victim Compensation
 - » Online Harassment/Abuse
 - » Hate Crime

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 2023 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
 - » Sample Facebook posts
 - » Sample Twitter posts
 - » Sample blog posts
 - » Other social media platforms, including podcasts
- 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

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

Additional Resources

This section provides information about online resources and trainings.

Theme Palette

Tie in your NCVRW activities and events to those being held across the nation by using the 2023 theme palette. Designed in CMYK, the palette also includes comparable RGB values, hex codes, and PMS colors for your convenience:



BLUE

C: 90 M: 55 Y: 40 K: 20

Comparable Colors:

PANTONE 3155

R: 33 G: 89 B: 110

HTML #21596E



GREEN

C: 34 M: 0 Y: 70 K: 0

Comparable Colors:

PANTONE 367

R: 177 G: 221 B: 98

HTML #B1DD62



PURPLE

C: 45 M: 50 Y: 0 K: 0

Comparable Colors:

PANTONE 2587

R: 146 G: 131 B: 190

HTML #9283BE

For more information about these color spaces, see "How to Use the Art" at ovc.ojp.gov/ncvrw2023.

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Survivor Voices

Elevate. Engage. Effect Change.