

How to Make the Most of Your  
*2013 National Crime Victims'*  
*Rights Week Resource Guide*



*Presented by:*

**Susan Smith Howley**  
Director of Public Policy  
showley@ncvc.org

**Kristi Rocap**  
Editor/Designer  
krocap@ncvc.org

**Joseph Kosten**  
Web Editor  
jkosten@ncvc.org

National Center for Victims of Crime  
March 15, 2013

---

Funding for this webinar is provided under grant number 2011-VF-GX-R006, awarded by the Office for Victims of Crime, Office of Justice Programs, U.S. Department of Justice. The opinions, findings, conclusions, and recommendations expressed in the document are those of the authors and do not necessarily represent the official position or policies of the U.S. Department of Justice.

## Maximize Your Outreach

- **NCVRW and the Resource Guide** – an opportunity
- **Design basics** – connecting visually
- **Social media** – broadening your reach
- **Instant ideas** – maximizing your time

New Challenges  New Solutions

National Crime Victims' Rights Week **April 21-27 2013**

## New to National Crime Victims' Rights Week?

- National Crime Victims' Rights Week
  - Annual observance
  - April
- NCVRW Resource Guide
  - Annual packet of outreach and education tools
  - Funded by OVC, DOJ
  - [www.ovc.gov/ncvrw](http://www.ovc.gov/ncvrw)



New Challenges ✪ New Solutions

National Crime Victims' Rights Week April 21-27 2013

## Leverage NCVRW for:

- Public awareness
- Education
- Outreach
- Collaboration
- Recognition
- Policy advocacy
- Call to action
- Fundraising

New Challenges  New Solutions

National Crime Victims' Rights Week April 21-27 2013

•The beauty of National Crime Victims' Rights Week is that, while the NCVRW Resource Guide might promote a certain theme and highlight certain issues, the observance is broad enough to tailor to your needs, whether it's public awareness, education, outreach, service, policy advocacy, recognition, a call-to-action, even fund-raising (although, just remember you can't use federal funds to lobby or do fundraising!).

•NCVRW can be a highly effective vehicle to advance and leverage your organization's mission, goals, and objectives.

## Resource Guide at a Glance

- Branding Tools
- Communications Tools
- Partnership Ideas
- Legislative History
- Current Crime Statistics
- Public Awareness Posters



New Challenges  New Solutions

National Crime Victims' Rights Week

April 21-27 2013

- Branding: Theme, colors, graphic design / Buttons, bookmarks, letterhead
- Communications: Sample PSAs, op-ed, letter to the editor, **status updates** / How-to's on crafting your own
- Partnerships: Building allies, ideas for special events, presentation tips, inspiring quotations, calendar of annual observances
- History: Landmark legislation, reports, and judicial outcomes that chart the course of the victims' rights movement in the U.S.
- Stats: Up-to-date stats on an array of crimes for which there is quality national data. Drawn largely from the UCR and NCVS.
- Posters: Evergreen outreach posters on general as well as specific crime topics. Also in Spanish. Personalize with local contact information.

## New This Year!

- Social media primer
- Tips for advocating for victims with the media
- Pre-produced video PSAs
- User-friendly crime statistics with interpretive graphs
- Steps for creating your own QR (quick response) code
- Web/e-mail NCVRW banners



New Challenges  New Solutions

National Crime Victims' Rights Week April 21-27 2013

- The Resource Guide is full of further how-to's. Explore, and take notes on useful tips and instructions.
- Following are practical steps you can take to multiply your communication efforts and maximize your time.

## Design Basics

*Design is a plan for arranging elements in such a way as best to accomplish a particular purpose. ~ Charles Eames*

- Why design?
- Elements of design
- Effective design
- Putting it into practice

New Challenges  New Solutions

National Crime Victims' Rights Week April 21-27 2013

- Goal: Provide you with simple design tips and tricks that you can use immediately to take your outreach efforts to the next level.
- Examples are from the 2013 RG, but the information is applicable to anything your organization produces – from annual reports to grant reports.
- Section Outline:

Why design? – Why should you care?

Elements of design – What components make up any given design?

Effective design – How do you optimize those elements to fully engage your audience?

Putting it into practice – Where we'll walk through creating a sample design



## Why Design?

*Design is your first impression*

- Anything visual = design
- Communicates message
- Builds trust, credibility
- Builds brand, identity

New Challenges  New Solutions

National Crime Victims' Rights Week April 21-27 2013

- Why design? Everything visual has a design, and all designs communicate messages—beyond their content. So you need to know what your design is communicating and whether it's working for or against you.
- “Good”—or, effective—design builds trust. The more professional the presentation, the more credible viewers will find the information.
- Effective designs establish and reinforce your identity, and help build trust in that brand.

## Elements of Design

- Content
  - Message, including text, images, logos
- Layout
  - How content is arranged on the page/medium
- Style
  - Tone or feel



- Design breakdown: Content, Layout, and Style.
- (For traditional design theory, see Wikipedia's entry on "design principles.")
- Content = your conceptual message as well as the literal, physical text, images, and logos on the page.

*Image:* In this this year's theme poster, shown here, we have NCVRW text plus the date, the main theme and design, and logos and sponsorship information.

- Layout = how your content is arranged on the page.

*Image:* We've grouped the week and date in a header; the theme and theme design are prominent, and the logos are grouped in the bottom corner as a footer.

- Style = the tone or feel of a design. Is it formal and stately? Modern and playful? Somewhere in between?

*image:* This year's design pairs traditional, rich colors with modern, linear treatment of the figures and the mountain; the fonts are juxtaposed, with the top header a modern and chunky font, and the main theme font more

delicate, veering traditional. The image, of 2 people partnering together to reach their goal with the sky as a backdrop, is dramatic and creates a feeling of being in tradition but moving forward, reaching toward a goal.

## Effective Content

What do you want to say?  
Who do you want to listen?  
What do you want them to do?

- Ensure appropriate to audience
- Be concise: people scan
- Use visual cues to guide reader
- Check your images
- Identify content provider/organization



New Challenges  New Solutions

National Crime Victims' Rights Week **April 21-27 2013**

- “Content is King.” For your design to be most effective, your messaging must first be in place. Be sure you’ve established at the outset what you want to say, who you want to listen, and what you want them to know and do.
- Ensure it’s the appropriate reading level, and that the level of formality and complexity is aimed at that target demographic.

*Image:* This poster from the guide is aimed at raising awareness among the general public. The language is simple, informal, and punchy. “Think it can’t happen in your neighborhood? Think again.”

- Be concise: State message plainly, and upfront. Truly engaged readers will drill down to deeper information, but only if they understand your main theme immediately.

*Image:* Here we’ve kept the message brief and to a minimum, but we’ve provided a resource number for readers who have further questions.

- Make it easy for readers to scan: Use visual contrasts in your design to highlight essential information. These can include varying the font face, size, color; using bullets instead of sentences; and using sidebars, footers, or other boxes to highlight or minimize information.

## Effective Layout

3F's: Form Follows Function, but...

- Group content: logical flow
- Identify hierarchy
- Align proportionately
- Check Z pattern
- Maintain white space
- Ensure legibility



New Challenges ✪ New Solutions

National Crime Victims' Rights Week April 21-27 2013

- “Form follows function.” The form your final product takes—whether a bumper sticker or 20-pg report—is determined by its function, or what you’re trying to achieve. This form, however, ultimately comes down to the budget—or how much “function” we can afford.
- Tailor your content to your form. Pare down or expand as necessary.
- Once you’ve decided on your end product and have your content drafted, how do you arrange it to best draw in and inform your viewer?
- Group your content so there’s a logical flow to the information.

*Image:* Content grouped into headline with a focal image, body, and footer with logos.

- Identify the hierarchy within your content. Readers scan, so make it easy for them to pick out the main points.

*Image:* Here again, we’ve made the headline large, bold, and a different color. The main body point is a bit smaller, and the explanatory text the follows is smaller still. And within those paragraphs, key phrases or information is highlighted through color and font weight.

## Effective Style

Determine your style.  
Will it resonate?

- Identify tone
- Keep consistent across:
  - Language
  - Fonts
  - Color palette
  - Image



New Challenges • New Solutions

National Crime Victims' Rights Week

April 21-27 2013

- Style can be elusive. Determined largely by feel and instinct.
- But there are some concrete choices you can make regarding your fonts and colors, in particular, to help create a cohesive look.
- Identify your tone. Formal and stately – artsy – or modern?
- Keep that tone in mind when making language, font, color, and image choices – marry your message and visuals.
- Campaign elements, including talking points, should be the same across all documents.
- Identify language style: more formal documents use more formal language; public education materials are conversational; products for youth might include slang.
- Identify image style: use similar photographic or illustration styles in a consistent color palette.

**Effective Style: Fonts**  
*Most formal to least*

- **Style:**  
*Script* > Serif > Slab Serif > Sans Serif > **NOVCLIV**
- **Alignment:**  
 Centered > Justified > Ragged right (left aligned) > Ragged left (right aligned)
- **Case:**  
 ALL CAPS > SMALL CAPS > Upper/Lower > lower





New Challenges  New Solutions


National Crime Victims' Rights Week  
 April 21-27  
 2013

- 3 main aspects to type: font style, text alignment, and case.
- Ordered from most traditional to most modern. Mix and match them to either skew more or less formal. You can never go wrong by sticking to the middle options: 2 contrasting fonts, ragged right alignment, and upper/lower case.
- Font Style refers to the shape of a font's characters.
- Font alignment can be:
  - Centered
  - Justified: when a line of text stretches across the column or text box.
  - Ragged right (left aligned) is easiest to read.
  - Ragged left (right aligned) is most modern.
- Case:
  - All caps: formal, hard to read
  - Small caps: formal, but slightly less difficult
  - Upper / lower case (when you have initial caps): neutral, easy to read
  - Lower: modern, slightly less easy
- This year's Resource Guide body text is Franklin Gothic, which is a sans serif style, and the contrasting chunky serif used mainly for headings is Rockwell Extra Bold. Most of the artwork deploys a center alignment, but the body of the guide itself is ragged right. And all text is Upper/Lower. Taken together, the guide fonts are readable and have sufficient contrast to cue the viewer.

## Effective Style: Color Palette

*Choose similar values: amount of black or white in hue*

 <p>Royal Blue</p> <p>C = 100 M = 100 Y = 25 K = 25</p> <p>PMS 2747C RGB = 43,57,144 HTML #2B3990</p>	 <p>Midnight Blue</p> <p>C = 100 M = 95 Y = 5 K = 0</p> <p>PMS 275C RGB = 38,34,98 HTML #262262</p>	 <p>Orange</p> <p>C = 0 M = 50 Y = 100 K = 0</p> <p>PMS 144C RGB = 247,148,29 HTML #F7941D</p>	 <p>Red</p> <p>C = 0 M = 80 Y = 95 K = 0</p> <p>PMS 1665C RGB = 241,90,41 HTML #F15A29</p>
--	--	---	---

New Challenges  New Solutions
National Crime Victims' Rights Week
April 21-27  
2013

- Palette: group of colors (or “hues”) with similar values, which refers to the amount of black or white in the hue. Typically limit your palette to 3 or 4 colors plus black.

The palette highlighted here is that of the 2013 RG and also available within the Theme Artwork section of the guide. You’ll note that there are two main colors (midnight blue and orange), as well as two accents (a royal blue and a red-orange).

- Source palette is CMYK (a print color space).
- Comparable values for other media:
  - HTML hex codes: e-newsletters or websites
  - RGB values: other electronic art
  - PMS spot colors: professional print piece limited to 1 or 2 colors
- Learn more in Section 3 of the RG.

## Putting It into Practice

Please join the National Center for Victims of Crime in honoring

JOHN BROWN

*Principal, Anytown High School*

and

SALLY SMITH

*Victim Advocate, Mary's Shelter House*

Thursday, April 25, 2013

6:00 p.m. – 7:00 p.m.

City Hall Auditorium

Light refreshment served

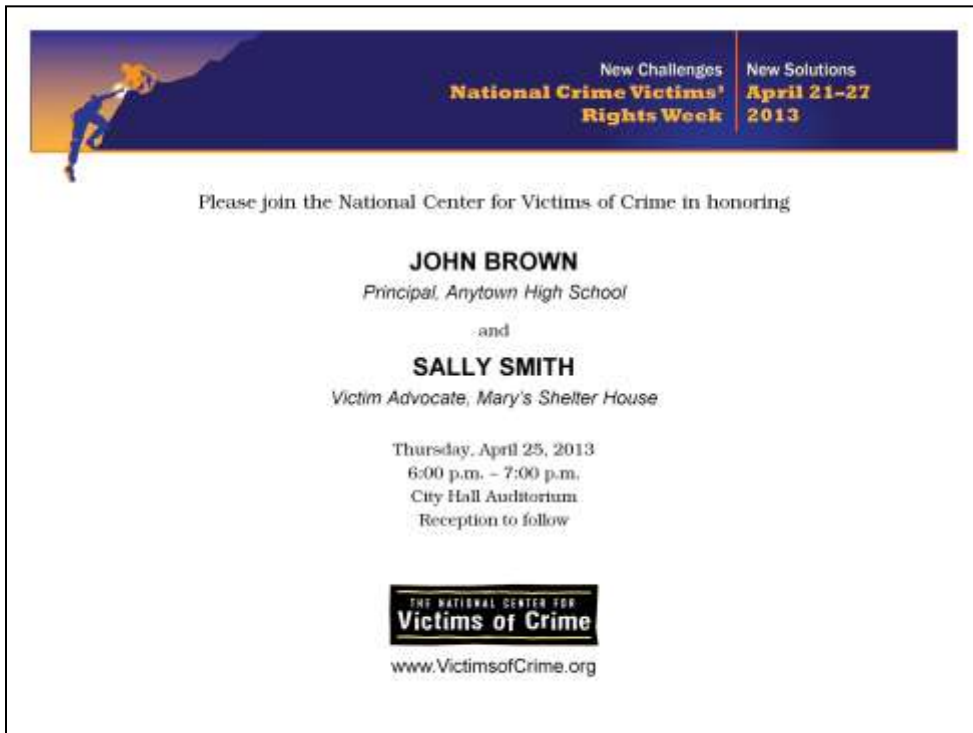


Sample flier:

- Content: ceremony invitation text and logo.
- Audience: general public.
- Form: print flier to be displayed around town .

No one would pay attention to this design, however.



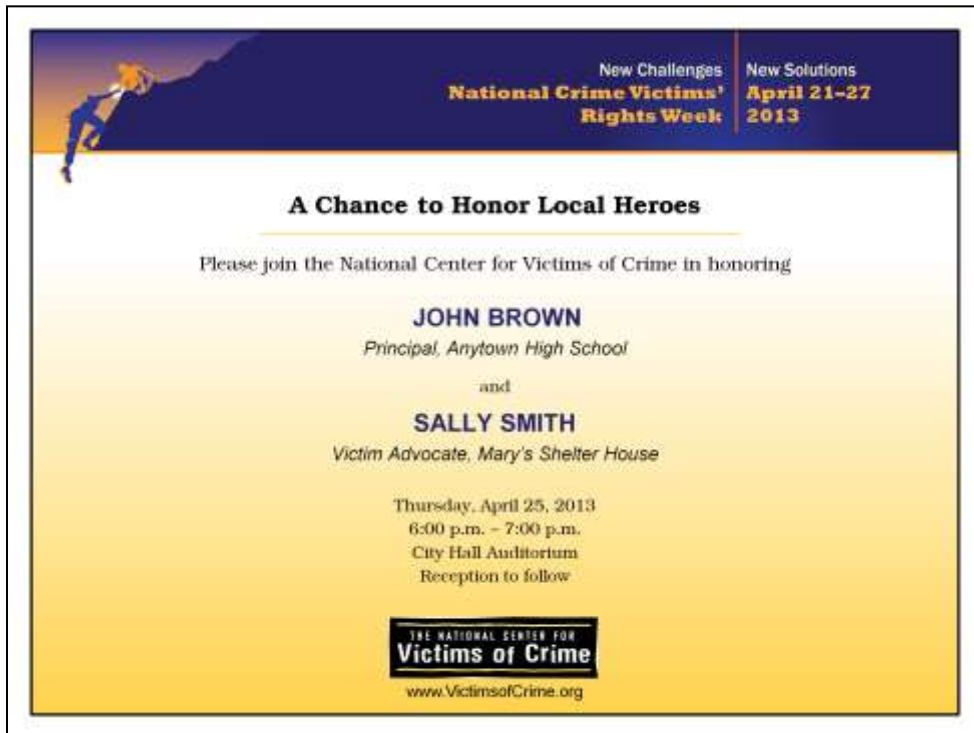


1. Locate the Theme Artwork on the RG disc – or download it from OVC’s website – and choose an image. (This banner is from the certificate, with the bottom text chopped off using Word’s crop tool. If you wanted a vertical page, you could also choose the Letterhead artwork.)

2. Center the text for a formal, dignified feel. Group the information into chunks and add some white space between. So at the top is our invitation line, then the honoree info, followed by the event details, and finally our logo. Add a website in case someone wants to learn more.

3. Use contrasting font styles for the body text and the honoree names. Choose fonts from the main design or ones that relate to those fonts for consistency. Use Upper/Lower text for the body, and All Caps for the honoree names. Bump the names up in size, and the event details down. The website URL is also fairly small.

This design is readable, ties in with the campaign, and has all the pertinent details. However, everything under the banner floats in space, and it doesn’t have a great focal point. The names John Brown and Sally Smith pop out, but those names won’t have meaning to most readers. Why should they pay attention?



The finishing touches:

1. Add a heading, in black, bold face, large font, with a discrete horizontal rule to separate it from the body text. Make the honoree names blue to further contrast them with the heading; they're a bit lighter, so they don't compete.
2. Ground the flier visually by adding black border and a soft yellow background fill, with a gradient that fades up to white. A gradient adds more interest than a solid background fill and also keeps the heading high contrast, with the black, bold text on the white background; the eye focuses on high-contrast areas.

## What Is Social Media?

*When you give everyone a voice and give people power,  
the system usually ends up in  
a really good place. ~ Mark Zuckerberg*

A conversation; sometimes serious,  
sometimes light-hearted. It is two-way and  
engaging. It is the world brought to your  
computer screen.

New Challenges  New Solutions

National Crime Victims'  
Rights Week **April 21-27  
2013**

- 1) Two-way means you put info out, but you can also take information in.

## Social Media Myths

- It's too complex.
- It will hurt my reputation.
- It's too invasive and poses a security risk.
- It's just for young people.

New Challenges  New Solutions

National Crime Victims' Rights Week April 21-27 2013

- 1) Too complex: It's as simple as a bumper sticker and the Resource Guide already has your first few weeks planned out if you want (Section 4 page 2). You can easily build partnerships using both Facebook and Twitter simply by reaching out and connecting with other organizations.
- 2) Hurt reputation: it is just a vehicle. Using social media you can see what people are saying about your organization and meet these rumors head on. Some of the biggest companies in the world have averted significant crisis by listening to the chatter on social media. Subway for example was alerted to a quality control problem when people started posting pictures of "foot long" sandwiches that were not a foot long next to a measuring tape. Subway has since reviewed policy and upgraded baking instructions for their bread to ensure quality control.
- 3) Too invasive: you have to be mindful of your security settings and profile information. When started up, read the instructions and know how your profile appears to the general public.
- 4) Just for young people: 2011 statistics suggest that 25-34=26%; 35-44= 25%; and 45-64= 25%. It is a unique format for engaging constituents and stakeholders as well as developing new relationships with people you didn't even know were out there.



## Social Media to Use: Facebook (FB)

- Largest social network (1.06 billion active monthly users)
- User-friendly and intuitive
- Displays multiple formats (text, photos, videos)
- Shares your organization's mission and vision

**New Challenges  New Solutions**      **National Crime Victims' Rights Week**      **April 21-27 2013**

User-friendly: check out the 2013 Resource guide for status updates (Section 4 page 2). Already written out for you.

Status updates can be a message directly from the organization, a photo from an event, a poster from a campaign, or video either professionally done or recorded on a camera-phone.

Share your mission and vision: enables you to tell more people about who you are and what you do. Unlike your website, you don't have to hope for chance to bring people to you. You actively create content that will draw more and more people to your organization.



## Facebook Lingo

Like · Comment · Share ·  4 ·  ·

- “Like”- User clicks on something you have posted to show approval or support
- “Comment”- User types in a message on something you posted which is visible to other fans.
- “Share”- User takes your post and puts it on his/her own profile.
- “Thumbs-up”- Shows how many users have “liked” your post.
- “Globe”- Allows you to edit privacy settings for individual posts.

New Challenges  New Solutions

National Crime Victims'  
Rights Week

April 21-27  
2013

- 1) Fan: difference between fanpage and profile.
- 2) Like, Comment, and Share as all part of the virus ripple effect. Your post is the rock in the lake. These interactions are the ripples reaching more and more people.



## Top Facebook Tips

- Post often (2 to 3 times per week to start).
- Take the conversation to the next level.
- Follow the feedback (respond to likes and comments).
- Share resources generously (don't expect quid pro quo).
- Use events feature to promote your NCVRW events.

New Challenges  New Solutions

National Crime Victims' Rights Week April 21-27 2013

More posts as you get comfortable with Facebook. Also if something interesting happens that you feel your organization should comment on.

Raise the conversation level: find interesting articles and start information sharing. Discuss the more advanced nuance to a story that may or may not be evident at first glance. Find information that makes your fans think and react.

Follow the feedback: listen to what people are saying about you. Hear their voices and gauge the effectiveness of your strategy.

Share: pay it forward. It all comes back around. Don't be shy about sharing information or a status update that is in line with your organization's strategy and mission.

Events: expand the life of your event by then inviting people to share photos, stories, or videos from the event on the facebook page. It will keep people interested and continue to spread awareness of your issue.

The National Center will be opening up our comments section during National Crime Victims Rights Week to encourage people to share their community's efforts to raise awareness of victims' rights. People are invited to post pictures from vigils or walks/runs as well as share stories or personalized awareness posters. It's a great way to display digital copies of T-shirt contests.



## Why Twitter?

- Second largest social network (200 million active monthly users)
- Short, succinct messages (140 characters)
- Supportive online community
- Quick information sharing
- Grassroots campaign-friendly
- Minimum staff time usage after setup

New Challenges  New Solutions

National Crime Victims'  
Rights Week **April 21-27  
2013**

Quick info share: tweet about an elected official who has a National Crime Victims Rights Week proclamation. Or alert your followers that #VAWA has passed.

#NCVRW2013





## Quick Guide to Twitter terms

- **“Handle”** your organization’s username preceded by “@.” Helps users find you and tag you in posts.
- **“Follower”** a user who opts in to seeing your Tweets in his/her timeline.
- **“Timeline” (TL)** the stream of information generated from users you follow.
- **“Hashtag” (#)** search function within Twitter. Also enables users to join a cause simply by using the same Hashtag as your organization.
- **“LiveTweet”** inviting users to create Tweets with a specific pre-determined hashtag.



New Challenges 🌟 New Solutions
National Crime Victims' Rights Week
April 21-27 2013

National Center for Victims of Crime selected a handle that was associated with our mission. @CrimeVictimsOrg

Joseph Kosten: jkosten@ncvc.org



## Top Twitter Tips

- Tell followers that a “follow” is **not an endorsement**.
- Search hashtags to see what’s popular each day.
- Research your followers’ followers and **connect with them**.
- Set manageable follower goals and encourage staff to help **build your audience**.
- Encourage staff to **Tweet responsibly** from their own accounts.

New Challenges  New Solutions

National Crime Victims'  
Rights Week

April 21-27  
2013

Give an example of the national center and our twitter goal. How did we go about reaching it?




## Popular Hashtags to Promote Growth

- **#FF (Friday Follow):** gives you an opportunity to thank new followers obtained during the week.
- **#Followback:** alerts users that you will follow them in return for them following you.
- **#RT (#ReTweet):** asks users to share your Tweet to promote a cause.

## Social Media Do's

- Work with staff to create a strategy.
- Know your audience.
- Post interesting, unique content.
- Don't be afraid to make mistakes. Just admit them and move forward.
- Brand consistently across all your platforms
- Ask for and use feedback.
- Say thank you.

New Challenges  New Solutions

National Crime Victims' Rights Week April 21-27 2013

Engaging the staff helps raise awareness of your on-going projects, and is a fun team building exercise.

Remember to check in with your followers every so often and take a look at what was popular and what was not.


Always look for a unique, original way to state what your organization is all about. But don't be afraid of ReTweeting either.

Brand logos and Twitter layout to ensure people know who you are. Make sure your website is somewhere on your profile.

If you ask for feedback, remember to say thank you, and actually engage users when they take time to reach out to you.

## Social Media Don'ts

- Use social media as a broadcast tool (post about *yourself no more than 20% of the time*).
- Tweet impulsively or overshare.
- Set and forget.
- Ignore comments and feedback.
- Make negative comments.
- Ignore your Facebook privacy settings.

New Challenges  New Solutions

National Crime Victims'  
Rights Week

April 21-27  
2013

## Social Media Resources

- **2013 NCVRW Resource Guide!**  
*Status updates, social media tips, artwork*  
[www.ovc.gov/ncvrw2013](http://www.ovc.gov/ncvrw2013)
- **CAP Tip Sheets:**  
<http://cap.navaa.org/captips.html>
- **Social Media Cheat Sheet:**  
*Pros and cons of many platforms, how to begin, audience size*  
[www.edtechmagazine.com/k12/article/2013/02/printable-guide-social-media-infographic](http://www.edtechmagazine.com/k12/article/2013/02/printable-guide-social-media-infographic)
- **Social Media Strategy Template:**  
[www.slideshare.net/bevheptng/social-media-strategy-template-10799754](http://www.slideshare.net/bevheptng/social-media-strategy-template-10799754)
- **Techsoup's Social Media Nonprofit Page for Beginners:**  
[www.community.net.nz/how-to-guides/socialnetworking/PublicationsResources/techsouponpage.htm](http://www.community.net.nz/how-to-guides/socialnetworking/PublicationsResources/techsouponpage.htm)

New Challenges  New Solutions

National Crime Victims'  
Rights Week

April 21-27  
2013

- CAP Tip Sheets: Credit Anne Seymour

## How to Plan an NCVRW Campaign

*If You Have **20 Minutes** or Less*

- Poster displays (office and partners)
- Web outreach (share links, Facebook posts, Tweets)
- Theme DVD sharing (staff, partners)
- Add Resource Guide facts and statistics to your own educational materials

New Challenges  New Solutions


National Crime Victims'  
Rights Week **April 21-27  
2013**

- Give posters to partners to post.
- Share links to theme DVD, OVC's NCVRW website, PDF of this presentation.
- Ask colleagues to share these links with their own networks.
- Skim the Resource Guide for new information you can add to your educational outreach throughout the year.

## How to Plan an NCVRW Campaign

*If You Have **1 - 2 Hours***

- Web outreach (post 2013 NCVRW web banner, link to OVC, National Center resources, Facebook posts, and Tweets)
- Post (web and social media) a factsheet or quiz using Section 6 statistics
- Build NCVRW promotional partnerships
- Media outreach (NCVRW sample news release to local newspapers and TV stations)

New Challenges  New Solutions

National Crime Victims' Rights Week **April 21-27 2013**


- Use status updates and sample Tweets from Resource Guide, and check out the social media tips.
- Check out the partnerships section and brainstorm about which partners can help promote your campaign. Contact and involve them.
- Check out Section 4 for how to work with the media to promote NCVRW.



## How to Plan an NCVRW Campaign

*If You Have **Several Days***

- Plan a local event to honor victims or victim supporters
- Develop a full media campaign
- Involve 3 or more partners (to engage civic leaders, donate resources and networks)
- Develop a webpage using NCVRW artwork and Resource Guide components to promote your event


New Challenges  New Solutions

National Crime Victims' Rights Week April 21-27 2013

- A full media campaign includes web and e-mail outreach to media, online and print media kits, posters, Theme DVD sharing, and social media campaign.
- Also develop a QR code (see Resource Guide Section 3) to promote your event.

## Getting Started


- Skim the Resource Guide
- Plan a campaign that fits your schedule
- Try social media this year
- Share your plans, photos, and successes with us!
  - Facebook at [www.facebook.com/NCVCfan](http://www.facebook.com/NCVCfan)
  - Twitter @CrimeVictimsOrg

New Challenges  New Solutions

National Crime Victims'  
Rights Week **April 21-27  
2013**

## From the Field: *YouTube*



New Challenges  New Solutions


National Crime Victims'  
Rights Week

April 21-27  
2013

New Day Shelter Staff, along with Ashland and Bayfield county, Wisconsin, representatives created this PSA from the 2012 NCVRW design to educate their community about victims' rights.

## From the Field: *Billboards*



New Challenges  New Solutions

National Crime Victims' Rights Week

April 21-27 2013

Community partners in Springfield, IL, put together this billboard to publicize their victims' rights rally.

## From the Field: *Posters*



New Challenges  New Solutions


National Crime Victims'  
Rights Week

April 21-27  
2013

The Spokane Crime Victim Service Center used the public awareness poster art files from the 2011 guide to create their own, larger versions, and posted them in their entry. Also visible is a 2011 theme poster.

## From the Field: Facebook



New Challenges  New Solutions


National Crime Victims' Rights Week April 21-27 2013

- And Bexar County, TX, has created a Facebook page to share their NCVRW-related events from year to year. You can see they've already updated their cover image and profile photo to this year's design.
- Your imagination is the limit when it comes to repurposing the NCVRW Resource Guide materials, and we invite you to share with us how you've used the artwork and other outreach tools on our Facebook fan page, at [www.facebook.com/NCVCfan](http://www.facebook.com/NCVCfan).

## Your Turn

Thank you for joining us!

*Questions?*

New Challenges  New Solutions

National Crime Victims'  
Rights Week

April 21-27  
2013