

2007 National Crime Victims' Rights Week Community Awareness Projects

April 22 - 28, 2007

Victims' Rights: *Every Victim. Every Time.*

If you have difficulty reading this message, an archived copy is available for NCVRW CAP subgrantees at <http://lists.navaa.org/lists/info/ncvrw>

This is the first in a series of periodic messages to assist in the planning and implementation of NCVRW Community Awareness Projects. Please feel free to send your individual questions or requests for assistance to Anne Seymour at anneseey@atlantech.net.

CAP TIPS #8

(To Improve Public awareness)

by Anne Seymour

How to Turn Out a Crowd

Introduction

The best way to turn out a crowd is to sponsor an event that has both general appeal to a wide population, and specific appeal to targeted audiences. Two key questions for your NCVRW Planning Committee are:

"If I wasn't involved in planning this event, would I want to attend it?"

"And would I even hear about it?"

The information contained in your National Crime Victims' Rights Week Resource Guide can help you promote your NCVRW activities. Important considerations include your outreach to:

- Crime victims and survivors.
- The news media.
- Criminal and juvenile justice and allied professionals.
- Civic organizations.
- Schools and universities.
- Targeted populations.

Tips and Techniques

- "Each one, reach one" (or ten or twenty). Challenge members of your NCVRW Planning Committee to commit to bring one or ten or twenty people, including their family, friends and neighbors.
- Conduct targeted outreach to victims and survivors of crime through emails, personal telephone calls, personalized invitations and other readily-available outreach information.
- Plan a "speaking tour" where members of your NCVRW Planning Committee offer brief presentations to civic organizations, student groups, etc.

- *Get your event on the agenda of key elected officials, such as County Supervisors, Mayors, and City Councilmembers. Make sure that if they cannot personally attend that you encourage them to send a representative (and make sure to recognize them at the event).*
- *Hold your event at a venue that already has a lot of foot traffic, such as a local mall, Senior Center or the courthouse at lunchtime.*
- *Collaborate with allied professionals who are commemorating National Sexual Assault Awareness Month, National Child Abuse Prevention Month and Law Day (on May 1st). While you may all sponsor separate events, one collaborative event can tap into various constituencies.*
- *Do your homework with the press – send press releases, editors’ advisories, and public service announcements to the media. Make sure your event is posted on the “Community Calendars” of both print and broadcast media websites.*
- *Provide interpreters for the Deaf and publicize the fact that they will be available to the Deaf community.*
- *Promote Americans with Disabilities Act accessibility to inform people of a barrier-free environment.*
- *Consider providing and advertising “reliable child care” so adults can attend without worrying about their children; and/or include children’s activities in your event (see CAP TIP # 3, “NCVRW Activities for Children”).*
- *Engage participants that are already large groups. For example, invite a choir to sing. Sponsor an activity that involves school-age children and their parents.*
- *Everybody loves “freebies.” Promote the availability of free information, NCVRW theme tokens, etc.*
- *Invite college professors to provide “classroom credit” to their students for attending the event (and even helping out in advance!).*
- *If rules permit, inundate the area surrounding your venue with signage or chalk messages on the sidewalk the day of the event.*
- *Develop targeted messages for specific audiences, such as senior citizens, faith communities, culturally-diverse populations, mental health and allied professionals, educators, etc. Identify the venues through which they receive information to promote your event, and offer specific “angles” that are relevant to their interests.*
- *Work with your local probation agency to engage offenders who have community service obligations as a condition of their community supervision, and have them put up posters around your community to promote your event (they can also help with assembling commemorative pin cards and other tasks).*
- *Provide attractive flyers to restaurants that deliver food to homes (such as pizza or Chinese food) that they can include with their deliveries.*

For More Information

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