

## 2007 National Crime Victims' Rights Week Community Awareness Projects

April 22 - 28, 2007

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

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This is the fifth 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](mailto:anneseey@atlantech.net).

# CAP TIPS #5

*(To Improve Public awareness)*

by Anne Seymour

## Designing a NCVRW Brochure

### Introduction

The CAP team has received requests for guidance in how to produce an effective brochure for 2007 National Crime Victims' Rights Week. This CAP Tip offers guidelines for planning a brochure; tips for brochure content, design and printing; and free online resources for brochure templates.

### Tips for Planning

It's important to develop a timeline for planning, designing and printing your brochure. Your timeline will depend on whether your brochure will be utilized to publicize – in advance – your NCVRW

activities, or will be used for victim and public awareness during the Week beginning on April 22<sup>nd</sup>. In either case, it helps to allow at least six weeks from planning to printing – which means you need to begin the process now!

It's also helpful to have a Brochure Development Committee, which should include people that bring different skills to creating a brochure, including:

- Brochure development management.
- Content.
- Graphic design.
- Writing.
- Editing/proofreading.
- Printing.

The “manager” is responsible for ensuring that all other contributors are clear on their responsibilities, and make deadlines so that the process can proceed in a timely manner and on schedule. The development of a brochure – from planning to printing – is a truly linear process, so it's important to ensure an effective schedule with clear-cut assignments and deadlines.

### Tips for Brochure Content

*The first step is to determine the purpose of the brochure. Do you want to:*

- *Raise general awareness about rights and services for crime victims and survivors among the general public?*
- *Inform victims and survivors about rights and services, and/or engage them in your NCVRW activities?*
- *Promote specific NCVRW events and activities?*
- *Provide an incentive for readers to volunteer for victims in the future?*
- *Include information about how to contact victim assistance, justice and allied professional agencies not only during 2007 NCVRW, but throughout the year?*

*Remember, none of these four purposes (or other purposes you may define) is mutually exclusive – you can have more than one purpose or goal for your brochure! Keep your brochure focused on what you want to achieve! Defining your purpose(s) is essential to the content of your brochure.*

*Also, consider how the 2007 NCVRW theme – Victims' Rights: Every Victim. Every Time. – relates to your jurisdiction.*

*If part of your “purpose” is to explain NCVRW, it may be helpful to consider – and adapt to your community – the mission statement and vision statement for NCVRW that was developed by OVC in 2005:*

### **Mission Statement**

*The mission of National Crime Victims' Rights Week is to provide a time of nationwide remembrance, reflection and re-commitment for crime victims and survivors and those who serve them in order to raise individual, victim and public awareness about the rights and needs of crime victims; the challenges that victims face in seeking help and hope in the aftermath of crime; and the positive impact that individuals and communities can have by providing services and support to victims and survivors of crime.*

### **Vision Statement**

*The vision of National Crime Victims' Rights Week is to raise the public's consciousness and generate media awareness about the impact of crime on individuals, families and communities in order to promote and strengthen programs, public policy and services that promote victim justice; to remember the pain and suffering of crime victims by honoring them and publicly recognizing their losses, and by reminding all Americans that victims of crime are people they know and love; and to celebrate the many accomplishments of the victim assistance field, and re-commit our individual and collective resources to meet the needs of all victims of crime in our nation.*

*The second step is to determine the audiences for the brochure:*

*You may have primary audiences (such as “the general public in my community” or “crime victims and survivors”) and secondary audiences (such as “allied justice professionals,” “schools,” “businesses,” etc.). While it's not necessary to limit your scope of potential audiences, it is necessary to ensure that your brochure content includes information that is relevant to each specified audience.*

- *If your brochure will focus on general public outreach and awareness, consider that while many*

members of your audience may have experience with crime and/or as victims, your brochure may be the first time they are hearing about the concepts of which means that you will need to introduce your concepts of “crime victims’ rights” or “crime victim services.” It’s important to keep your language and concepts as simple as possible.

- If your jurisdiction includes populations whose primary language is not English, it’s a good idea to plan for and allow time for translating the brochure into other languages.
- All CAP recipients should also include in their brochures telephone contact information available in TDD and TTY for the Deaf and hearing-impaired.

*The third step is to determine the reading level of the brochure:*

- The best advice regarding “reading level” is to write at a 6<sup>th</sup> grade reading level.
- The next best advice is to find a 12-year-old adolescent who can serve as a “reviewer” to ensure that the information you include is easily understood!

*Once you have completed steps 1 – 3, the final step is to determine the content of the brochure:*

The answers to the first three steps will help clarify the content of your brochure. Some final considerations here:

- Keep it simple.
- Make sure that your sentences are brief, and to the point.
- Include moving quotations or testimonials from actual victims and survivors.
- Consider including a section on “what you can do” to help victims/survivors, or to support victim assistance organizations. A specific “call to action” is always helpful to engage readers.
- Whether you are highlighting a specific event, victims’ rights or victim services, try and focus on “ease of access,” i.e., it doesn’t take a lot to attend an event, or get involved to help victims, or seek assistance, or exercise your rights, or provide victim information to somebody you know who needs it.
- Avoid acronyms or jargon.
- Include contact information (telephone numbers and web URLs) “for more information.”

### **NCVRW Resource Guide: A Great Resource for Brochure Content**

By now, you have hopefully carefully reviewed all the contents of OVC’s 2007 NCVRW Resource Guide. Some of the components that may help you with your brochure content include:

- Notable Quotables that relate to the NCVRW theme (Section 2).
- Information and Referrals Contact List (national toll-free telephone numbers for victim assistance) (Section 3)
- Twenty-one statistical overviews (including general crime and crime-specific national data) (Section 6). You can review each overview’s title, and seek to provide state and/or local statistics for the most effective impact.
- Accessing Information, which features the website URLs of all major national victim assistance, criminal justice and allied professional organizations (Section 6).

It’s also a good idea to include language that highlights your designation as a “Community Awareness Project,” which recognizes your linkage to OVC, as well as your designation as a “CAP.” The following language is offered for your consideration:

*“The 2007 National Crime Victims’ Rights Week Activities sponsored in our community are supported, in part, by our receipt of funding from “Community Awareness Projects” sponsored by the Office for Victims of Crime (OVC) within the U.S. Department of Justice. OVC’s mission is to provide leadership and funding on behalf of crime victims.*

### **Tips for Designing a Great Brochure**

*One of the most important elements of a brochure is its cover panel. First impressions can determine whether somebody:*

- *Picks up a brochure.*
- *Opens it.*
- *Reads it.*
- *Keeps it.*
- *Actually uses the information it contains.*

*The NCVRW theme artwork contained in the Resource Guide offers you various options to visually articulate the theme.*

*When designing your brochure layout, you can also use headings to divide your key issues and topics within the brochure. You can set headings off by:*

- *Using a **larger font**.*
- *Using a **bold font**.*
- *Using an italicized font.*
- *Using **different colors**.*

***(Or a combination of any of the above...)***

*There is a tendency when designing a brochure to include too much information and content, so it is difficult to read. When you first determine the content of your brochure (see guidelines above), it’s helpful to prioritize the content so that if you have too much information – and your brochure looks too busy or crowded – you can scale back.*

*This year, the theme colors are **blue (Pantone 281)** and **Orange (Pantone 159)**. You can make the best use of these colors by incorporating “screens” or “percentages” of the color in your design, and/or incorporate the colors into boxes. For example:*

**2007 National Crime Victims’ Rights Week**

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

*Please see CAP Tip # 2, “Creative Use of the NCVRW Theme Colors,” for additional tips regarding colors.*

### **Tips for Printing**

#### **Paper Choice**

*You will need to decide if you are printing your paper in-house, or sending it out to a professional printer (or other options). This may affect the paper you choose for your brochure.*

A good paper choice is a 32 lb. weight glossy brochure paper that is designed for color printers. Coated papers have a better resistance to heat, which produces a higher-quality image and prevents any distortion.

If you are printing in-house, many paper companies have reams of paper that are “flyer and brochure paper” designed specifically for this purpose. Other cost-effective options include:

- Bright white laser or inkjet paper.
- Laser gloss paper.
- Soft gloss paper.
- Matte paper.

You may consider doing a “test run” on different types of paper to achieve the effect you desire.

### **Printing Your Brochure**

This can be accomplished in-house or by a professional printer. If you choose the latter option, it's always a good idea to ask for a price discount, and/or printing as an “in-kind contribution” to your organization or Planning Committee.

In the past, some states have partnered with their Departments of Corrections that have printing presses and training programs for inmates related to printing. The DOCs contribute the printing as a “community service contribution” to NCVRW activities. In other jurisdictions, offenders who have community service obligations as a component of their sentencing are engaged to fold brochures. If you brochures are delivered flat and not already folded, volunteers can also help out with this task.

### **Resources for Brochure Templates**

There are a number of free online resources that can help you plan and design a brochure. Some examples include the following:

- Free templates for brochures are available online from Microsoft Publisher:  
[http://desktoppublishing.com/templ\\_mspub.html](http://desktoppublishing.com/templ_mspub.html).
- Simple guidelines for how to design a brochure using Microsoft Word are available at:  
<http://www.mschien.com/howto/brochures.htm>.
- Stock Layouts features inexpensive brochure design templates:  
<http://www.stocklayouts.com/Products/Brochure/Make-Brochure-Design..aspx> .

### **For More Information**

Please contact National Crime Victims' Rights Week Community Awareness Project Consultant Anne Seymour via email at [annesey@atlantech.net](mailto:annesey@atlantech.net); or by telephone at 202.547.1732.