



CAP TIPS #7

To Improve Public Awareness

Tips to Create 2010 NCVRW "Awareness Ribbons"

Introduction

We have received several inquiries about how and where to order "awareness ribbons" for 2010 NCVRW.

Awareness ribbons are intended to be affixed to people's lapels, and can be a simple looped ribbon with a two-inch stickpin, or attached to an embossed pin or button (that can be created using the NCVRW Resource Guide artwork).

Awareness ribbons are a great way to promote NCVRW. Depending upon your planned activities, you can disseminate awareness ribbons:

- Throughout your entire community, in baskets or boxes that feature the NCVRW artwork, logo and theme at high-traffic destinations, such as libraries, schools, or stores.
- At designated agencies that assist and serve victims, such as:
 - Law enforcement agencies.
 - Courts, prosecutors, probation, parole and correctional agencies' offices.
 - System- and community-based victim assistance organizations.
 - Any allied professional organizations.
- At your special events and activities planned for NCVRW.

Ordering Pre-fabricated Awareness Ribbons

There are *many companies* that you can access via the Web that provide inexpensive awareness ribbons in a variety of colors, that are pre-formed in a loop with a center weld. The contact information for the companies below is for information purposes only; NCVRW CAP is not recommending or endorsing either company. In addition to the listings below, you may be able to find other vendors online or in your communities that can also supply these items. Use Google or other search engines to look up "awareness ribbons."

Ribbon Factory

http://www.ribbonfactory.com/html/awareness_ribbons.html

866-827-6431 (toll-free telephone number)

This company offers ribbons in 3/8" satin and grosgrain, with sealed edges in a variety of colors. Prices vary depending on the order; 250 pieces with a safety pin or sticky tape cost \$20.00 (plus shipping and handling), with discounts offered for bulk purchases.

Trophies 2 Go

<http://www.trophies2go.com/awareness-ribbons>

877-926-4700 (toll-free telephone number)

info@trophies2go.com (E-mail)

This company offers a variety of similar ribbons in 50-pack quantities for \$25.00 (plus shipping and handling).

Making Your Own Ribbons

You can also save money by making your own ribbons. Any craft store in your community will have 3/8" ribbon in multiple colors for a reasonable price, and two-inch stickpins to affix them to the ribbon card (artwork for ribbon cards is included in OVC's 2010 NCVRW Resource Guide). You can also ask for a discount (or donation) by describing how the ribbon will be used for your NCVRW activities.

If you choose to make your own ribbons, consider these options for cutting the ribbons and affixing them to the ribbon cards:

- Host a fun evening for volunteers – with pizza and sodas – to prepare your ribbons.
- Collaborate with your adult or juvenile probation or parole agencies to encourage offenders who have community service obligations to cut ribbons and affix them to the cards. The agencies can arrange for a number of offenders to show up for a designated number of hours; you can also offer to conduct a "victim awareness program" before or during the ribbon session so that they understand how their efforts are creating awareness about victims' rights and needs. (For many years, adult and juvenile offenders in the Washington, DC Metropolitan area have created thousands of ribbon pin cards that are distributed by the U.S. Department of Justice, and at OVC's National Prelude Events each year).
- Collaborate with sheltered workshops in your community to obtain support from their developmentally-disabled clients to cut ribbons and affix them to pin cards (it's a good idea to also offer to provide supervision).

If you choose to assemble your ribbons, you should consider creating at least three "stations" for your volunteers or workforce to make the process more efficient:

1. Cutting the ribbons at your pre-determined length, at a cross-angle on both ends.

2. Looping the ribbons, and affixing them to ribbon pin cards with either a stick pin, or onto embossed pins that you create with NCVRW Resource Guide artwork.
3. Quality control.

For More Information

Please contact National Crime Victims' Rights Week Community Awareness Project Consultant Anne Seymour via email at annese@atlantech.net; or by telephone at 202.547.1732.