



CAP TIPs is 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 annesey@atlantech.net

CAP TIP #14

To Improve Public Awareness

Volunteer Recognition

Introduction

“Feeling gratitude and not expressing it is like wrapping a present and not giving it.”
-William Arthur Ward

In addition to assessing the overall impact of your CAP project (see CAP TIP 12, “Evaluating the Effectiveness of your CAP Initiative”), another important follow-on activity is to *thank and recognize the volunteers who contributed to the success of your event(s)*. As the renowned philosopher Cicero said, “Gratitude is not only the greatest of virtues, but the parent of all others.”

When you take time to recognize the important efforts of your 2013 National Crime Victims’ Rights Week (NCVRW) volunteers and participants in events that you sponsor, it:

- Shows your sincere appreciation for their contributions to your NCVRW CAP activities (*and your good manners!*)
- Provides an opportunity to encourage their continued voluntarism and advocacy on behalf of crime victims and survivors, and victim services
- Offers personal salutations that they can include in their own awareness and outreach activities

This CAP TIP offers suggestions on how to publicly recognize and/or thank your volunteers and others who contributed to the success of your NCVRW activities.

Public Recognition

There are several ways you can publicly recognize those who helped plan and implement your NCVRW activities:

- The CD-ROM included in the 2013 NCVRW *Resource Guide* features camera-ready artwork for a “Certificate of Appreciation” that can be tailored to those you are honoring. The artwork is available in black-and-white and theme color versions; and in JPEG and PDF formats. The artwork can also be downloaded from OVC’s NCVRW website (go to: <http://ovc.ncjrs.gov/ncvrw2013/index.html> and click on “Camera-Ready Artwork”).



You can personalize the language on the certificate for **volunteers**, for example:

“For Exemplary Volunteer Efforts to Promote 2013 National Crime Victims’ Rights Week”

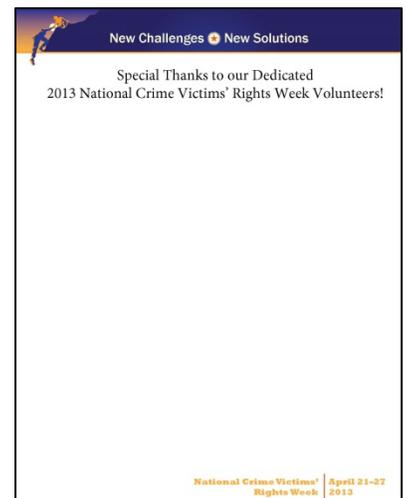
For **dignitaries**, for example:

“For Leadership that Promotes Crime Victims’ Rights and Services in (Jurisdiction)”

For **speakers and presenters**, for example:

“For Providing Training and Education about Crime Victims’ Rights and Services During 2013 National Crime Victims’ Rights Week”

- At any special events you host in conjunction with NCVRW, you can ask *members of your NCVRW Planning Committee*, and then *all volunteers*, to stand and be publicly recognized for their contributions to your activities. This only takes a few minutes, and this type of public recognition is very important!
- Enlarge the NCVRW letterhead artwork to poster size and then customize it *using a large font* to list the first name or full name of all volunteers. (The PDF version of the letterhead can be filled in on your computer.) Print up multiple copies to display in a prominent places at your special events:
- You can consider sending a letter-to-the-editor(s) of local newspapers – using the “sample letterhead” artwork included on your NCVRW Resource Guide CD-ROM – thanking your volunteers and participants; for example:



“Dear Editor:

On behalf of the (jurisdiction’s) National Crime Victims’ Rights Week Planning Committee, I would like to thank the countless volunteers and participants who made our special events such a success.

For the first time in nearly two decades, violent crime in America has increased – 17 percent from 2010 to 2011. As such, it’s very important that we continue to promote the many rights that victims have in (state), along with the services that are able to assist victims in the aftermath of crime.

National Crime Victims’ Rights Week is a time-honored annual commemoration, and we were proud to join thousands of other communities nationwide in promoting victims’ rights and services during the week of April 21, 2013. Our successful efforts were due in large part to our wonderful volunteers who worked diligently to help us honor crime victims and survivors, and those who serve them.

Thank you very much.

*Sincerely,
NAME OF AUTHOR”*

- You can post a “public thanks” to volunteers and event attendees on your website, or via social media venues such as Facebook, You Tube, Flickr, or Photobucket (and include photographs and/or video footage of your events/ activities). Also provide the URL link for any “public thanks” to those whom you are recognizing!

“Personal Thanks”

A personal note of thanks goes far in recognizing the valuable contributions of your NCVRW volunteers, and encouraging their ongoing voluntarism on behalf of crime victims. “Miss Manners” Judith Martin always advises that handwritten notes or letters are the best approach, but emails or typed letters are also fine.

Here is some sample language you can adapt to your NCVRW activities and volunteers:

“Dear (first name):

On behalf of the (2013 National Crime Victims’ Rights Week Planning Committee; or name of your organization), I want to express our sincere thanks for your assistance that made our (type of event) such a success. Volunteers like you were an essential part of our team in promoting victims’ rights, victim services, and the “new challenges” and “new solutions” within our Nation’s victim assistance field.

*We are grateful for the time and effort you contributed that helped us educate survivors and members of our (community/jurisdiction/state) about our ongoing efforts to provide quality victim assistance services and help promote public safety. **(A personal sentence that recognizes a volunteer’s specific contributions can be inserted here, if you have time and resources)***

We hope that you will consider supporting our ongoing efforts as a volunteer throughout the year, as we rely on volunteers to help us accomplish our mission and goals.

Thank you very much.

*Sincerely,
NAME/TITLE"*

For More Information

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