



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 #7

To Improve Public Awareness

“Champions” of Victims’ Rights and Services

Introduction

One of the most appropriate and applicable definitions of volunteers and professionals who continually seek to improve the lives of crime victims and survivors is.....

champion

noun cham·pi·on \ 'cham-pē-ən\

Merriam-Webster Definition of CHAMPION

- 1: WARRIOR, FIGHTER <a *champion* of his king>
- 2: an advocate or defender <a *champion* of civil rights>
- 3: one that does battle for another's rights or honor <God will raise me up a *champion* — Sir Walter Scott>

Since many 2017 CAP recipients include awards to be given to people who exhibit exemplary service to crime survivors and to justice, this CAP TIP offers an overview and artwork for certificates to recognize “CHAMPIONS” during 2017 NCVRW. Some of our annual CAP TIPs emerge from great ideas we learn from CAP applications, so it’s important to “give credit where credit is due”! We are grateful to three 2017 CAP recipients who included the creative concept of “Champions of Victims’ Rights/Services” in their applications this year:

- DC Center for the LGBT Community
- Family Refuge Center, Lewisburg, WV
- Legacy House, Indianapolis, IN

This CAP TIP includes background information on three categories of “CHAMPIONS” awards, and fillable PDFs (which means you can personalize to *your* awardees) for three award certificates:

1. CHAMPION of Victims' Rights
2. CHAMPION of Crime Victim Services
3. CHAMPION of Crime Victims & Survivors

Who Are the CHAMPIONS?

Champions are simply professionals and volunteers who wake up every day and ask themselves, "How can I make my community/Nation/world a better place for crime victims and survivors?" They are people whom through their words and actions – small and large – recognize the often-devastating impact of crime on victims, and work to help them cope with the aftermath of crime.

Simply put, they are:

- **Committed** to the cause of rights and services for crime victims and survivors
- **Helpful** to survivors, those who serve them and communities harmed by crime
- **Appreciative** of the opportunity to personally and professionally assist victims of crime and seek justice for individuals and communities harmed by crime
- **Making a Difference** in the lives of victims who rely on him/her to promote justice for *victims* and justice for *all*
- **Proactive** in making sure that victims, survivors and victim assistance professionals are involved in efforts to keep our homes, schools and communities safe
- **Innovative** in promoting victim- and justice-related programs and policies that are evidence-based and trauma-informed
- **Outstanding** in the disciplines of crime victim assistance, criminal and/or juvenile justice
- **Noteworthy** in both *actions* and *example*, providing a strong vision and leadership that promote "*strength, resilience and justice*" for survivors and communities affected by crime

While there are many types of people who can be designated as "CHAMPIONS," this CAP TIP and the corresponding artwork for award certificates addresses three specific categories:

1. CHAMPION of Victims' Rights

These CHAMPIONS include Federal, tribal, state and local public policymakers and legislators; criminal, juvenile, tribal and/or Federal justice officials; and crime survivors and advocates who help define and protect the rights of crime victims and survivors under law. They may introduce new laws or work to ensure that statutes already "on the books" are enforced in accordance with the law.

2. CHAMPION of Crime Victim Services

These CHAMPIONS include victim assistance professionals and volunteers – in both system- and community-based programs and including victims/survivors themselves – whose work improves the lives of survivors on a daily basis. They may help victims understand and implement their rights; explain justice processes to them; provide them with advocacy and assistance whether or not they report crimes; and offer support and referrals for comprehensive services that can help them regain a sense of control of their lives in the aftermath of crime.

3. CHAMPION of Crime Victims & Survivors

These CHAMPIONS are victims and survivors of crime whom, through "the power of their personal story," effect change in how individuals and communities *define* and *seek* justice. They use their own personal experiences as survivors – often "the good, the bad and the ugly" – to help other survivors; to

provide mutual support; and to demonstrate that help, hope and healing can indeed occur after a criminal victimization.

Framing Your Certificates

While the attached artwork/fillable PDFs for certificates are quite lovely, they can be easily made even more beautiful when they are placed in matted frames. You can use any Internet search engine to look for “matted frames for award certificates” and you’ll find endless options beginning at \$5.00 per frame. You can also purchase good looking frames at warehouse stores or arts-and-crafts stores in your community.

Selecting and Publicizing Your “CHAMPIONS”

While this CAP TIP is a good starting point to consider your CHAMPION awardees, it’s important to *personalize such awards to your agency, organization and/or community*. Here are six quick tips to help you do this:

1. Decide which of the three categories you plan to offer awards for (or all three).
2. Using the brief descriptions of each category (*above*), you can solicit nominations for awards from community members, allied professionals and/or crime survivors and victim advocates (OR in the interest of time, you can personally select your CHAMPIONS).
3. It’s a good idea to inform your CHAMPIONS of their award at least three weeks in advance of your NCVRW event where they will be recognized (i.e. by **Friday, March 10**) so they can plan to attend, and inform their families, friends and others.
4. There are several strategies to publicize your CHAMPIONS:
 - Send a press release to the news media by **Friday, March 17** listing your CHAMPIONS; why they are receiving the award; and any information about the awards ceremony or event.
 - Use the Twitter hashtag **#NCVRWChampions** and the awardee’s Twitter handle (@PoliceChiefSmith) to publicize the award and link to the awardee.
 - Ask your CHAMPIONS for a photo and use social media such as Facebook and Instagram to publicize their award, as well as your award ceremony or NCVRW events.
 - Identify any newsletters, listservs, e-groups or other outreach venues sponsored by your CHAMPIONS’ agencies or organizations where you can offer an article or e-blast highlighting the award and why it was given to their staff member or volunteer.
5. You can also increase your crowd size at your NCVRW special events by asking your CHAMPIONS to invite their families, friends, neighbors and co-workers to the NCVRW awards ceremony or special event, so they can also be recognized by those who are close to them.
6. Finally, when the award is given to your CHAMPION(S), take great photos that can be shared via all the traditional and social media venues described in Quick Tip #4 (*above*).

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.



2017
CHAMPION
of Victims' Rights

Presented to

for outstanding efforts to define and protect crime victims' rights.

DATE

PRESENTED BY



2017

CHAMPION

of Crime Victim Services

Presented to

for outstanding efforts that serve and support crime victims,
survivors and communities in the aftermath of crime.

DATE

PRESENTED BY



2017

CHAMPION

of Crime Victims & Survivors

Presented to

for outstanding efforts that demonstrate the power of the personal story in defining the impact of crime on victims and survivors and victims' needs.

DATE

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