

Choose Your Audience(s)

- Corrections personnel
- Court personnel, judges
- Crime Victims Compensation
- Education
 - K-12
 - Higher education
- Funders
- Law enforcement personnel
- Legal service providers, legal actors representing others (e.g., criminal justice, administrative bodies), potential pro bono attorneys
- Media
- Medical and mental health providers
- Members of the public
- Military personnel
- Social service providers in specific communities or populations (e.g., Deaf community, senior centers, children's services, ethnic communities, faith communities, libraries)
- Victim service providers (system- and community-based)
- Victims

Choose Your Format(s):

- Bus/train signs, billboards, etc.
- Emails, web pages, social media
- Flyers, newsletters, brochures, postcards, PSA's
- Invitations to Network-sponsored events or meetings
- Launch events
- Needs assessment participation (survey, focus group, interview)
- One-on-one meetings
- Press conferences, press releases
- Staff meetings
- Task forces, work groups, committees
- Training to people who have one-on-one contact with victims (e.g., continuing education, conferences, in-services, roll-calls)
- Translation of documents for top languages spoken

Choose Your Strategies:

- Build on existing relationships (including those of Steering/Advisory Committee, Network partners)
- Give recognition
- Identify a key person as an ally or point of contact within a larger organization or system
- Identify a shared need
- Promote benefits of xxx (e.g., legal services generally, networked services specifically)
- Recruit for various level of commitment (FYI, participating in needs assessment, advising on development, thought leader, full partner, referral partner)

Key Messages:

- Contact information (hotline, website, etc.)
- These geographic areas are served
- Hours, locations in which services are available
- These organizations are part of the Network
- These services are available
- Services are available at no cost
- These types of assistance are available (transportation, child care, language interpretation, etc.)
- Victims of these types of crimes can receive services
- Tip: Use a tag-line or similar if the Network name doesn't clearly describe the work of the network
- Respond to common reactions in advance
 - “Is this just another project that will disappear in a few years?”
 - “Is this just more work to do or meeting to attend?”
 - “Is this just one more place where I will end up on a wait list?”
 - “What makes the Network different from business as usual?”