

Possible Media Plan Key Activities

- The introduction of new programs and services.
- Victims who wish to speak publicly about their experiences and the support they received from your organization.
- Membership drives.
- Information about major crime or victimization research (this can include providing a local angle to national research findings).
- New unique partnerships that promote assistance to underserved victim populations.
- Major fundraising events (and hopefully, reaching development goals).
- The introduction of local public policy or state legislative agendas.
- Special honors a program has received.
- Activities linked to national commemorative observances