

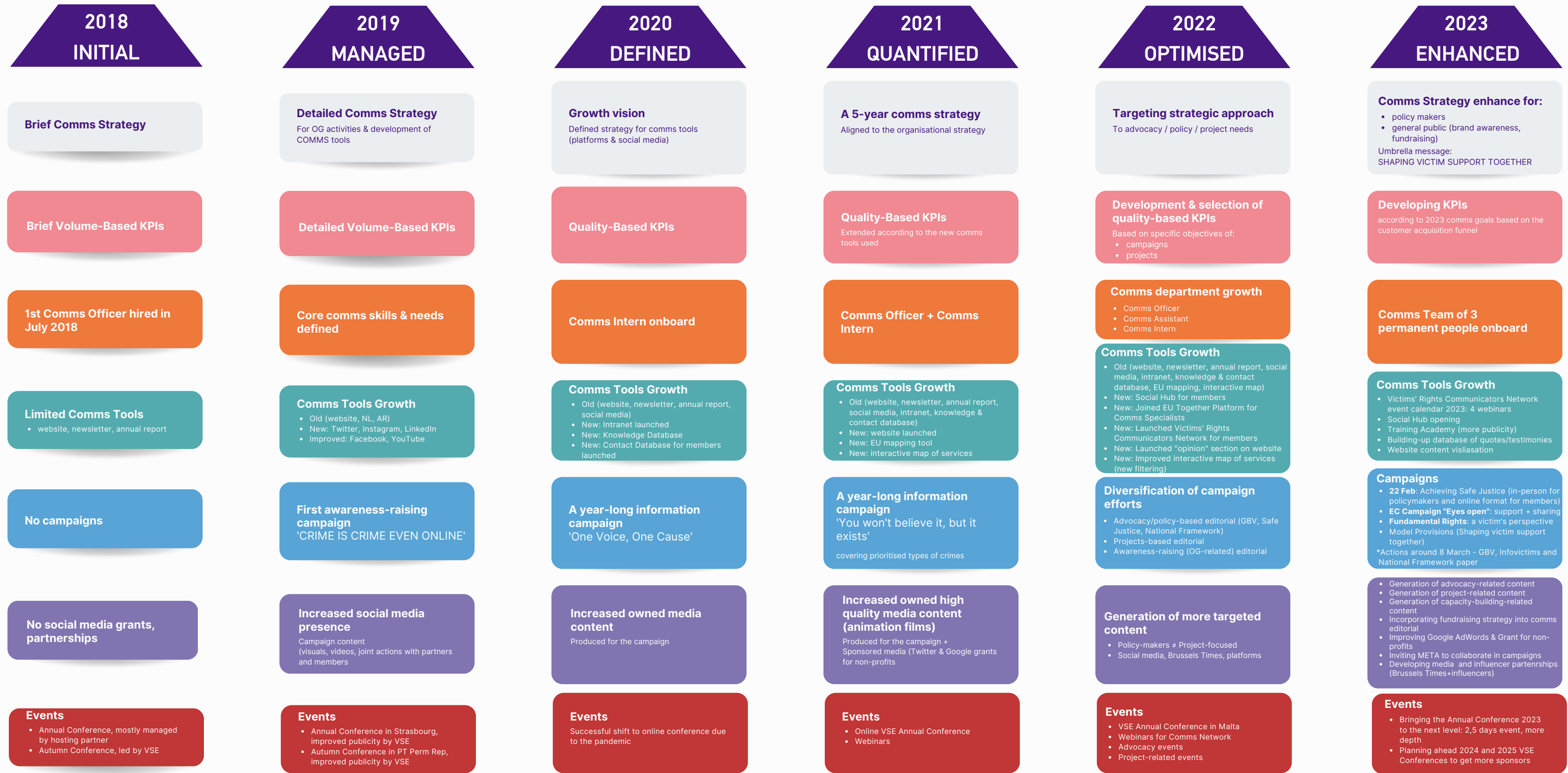


# Communications Strategy

## 2023



# 5 year Roadmap of VSE Communication development for organisational growth





# 2023 VSE Communications Objectives, Target Audiences, Channels and Tools

01

## Communications Objectives 2023

- Mainstream the victims' rights issues and services (reach new audiences via paid advertising, grants, influencers)
- Build engagement with the VSE brand (paid articles + social media); promoting VSE members activities (consultations via Victims' Rights Communicators Network)
- Grow support for our cause and our campaigns (sharing to targeted audiences) via paid advertising and grants
- Help generate more money through fundraising

02

## Target Audiences 2023 - Policymakers + General Public

- Most strongly aligned with our cause (victim support community)
- Those with low awareness of VSE and victims' rights
- Those who are against our position (to start thinking of developing counterarguments)

03

## Channels 2023

- Social media (focus on grants)
- Website/Intranet/Hub (focus on SEO, increasing traffic + updating/maintenance)
- Press (paid advertising + organic reach)
- Direct Speech (lobbying meetings, presentations, workshops and conferences)
- Members/partners' channels
- Events

### New Tools in 2023

- Fundraising page + printed materials
- New webpage for the Training Academy
- Preparing promo films on VS framework + Safe Justice
- Preparing slides with summaries of advocacy positions on certain topics
- Developing Victims' Rights Communicators Network (4 meetings + inviting comms officers of partners)

04

## A step forward towards greater visibility/exposure

- Google AdWords improvement + increasing website traffic via sm
- Paid/earned advertising in media (Brussels Times)
- Building friendships with influencers/journalists/partners
- Grants for non-profits Twitter + Google
- Development of a new unified contact database for comms and advocacy to promote events (police networks, MEPs, EU NGOs, Communicators Network)



# 2023 VSE Communications Messages

01 See behavioural change strategy for policy/advocacy comms

02 See fundraising strategy messaging





# Overview of Communications work in 2023



## VSE Communications 2023

### Advocacy+Policy Comms

Information campaign to promote VSE advocacy and policy work (following the advocacy work programme 2023 and comms plan for policy/ advocacy)

### Projects Comms

Information campaign to promote VSE projects (all project comms are aligned with the VSE Comms for policy/advocacy) :

- AREV (final conference)
- BENEVICT
- COVIS
- CREST
- INFOVICTIMS III
- 2Gether4Victims
- Chat for Victims
- Disrupt
- ENABLE
- IAPHP
- ICF (supporting the campaign)
- LINK II
- PROTECT
- VISA RoC

### Capacity Building Comms

Communications for capacity-building (following the capacity building work programme 2023):

- staff exchange
- national meetings
- trainings/workshops
- training academy
- Centre of excellence
- meetings and a workshop

### OG activities and events

Information campaign to promote VSE Conference: Protecting Fundamental Freedoms: a victim's perspective

Annual Report 2023

4 Newsletters

Development of multimedia products: videos, infographics, animations

Organisation of AGM and GM

**An Audience conversion funnel:**  
a process that takes potential customers on a journey towards using our services and responding to our calls to action.  
They're the cornerstone of all marketing communications.

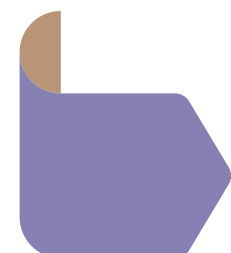
Based on this funnel, we identify our KPIs



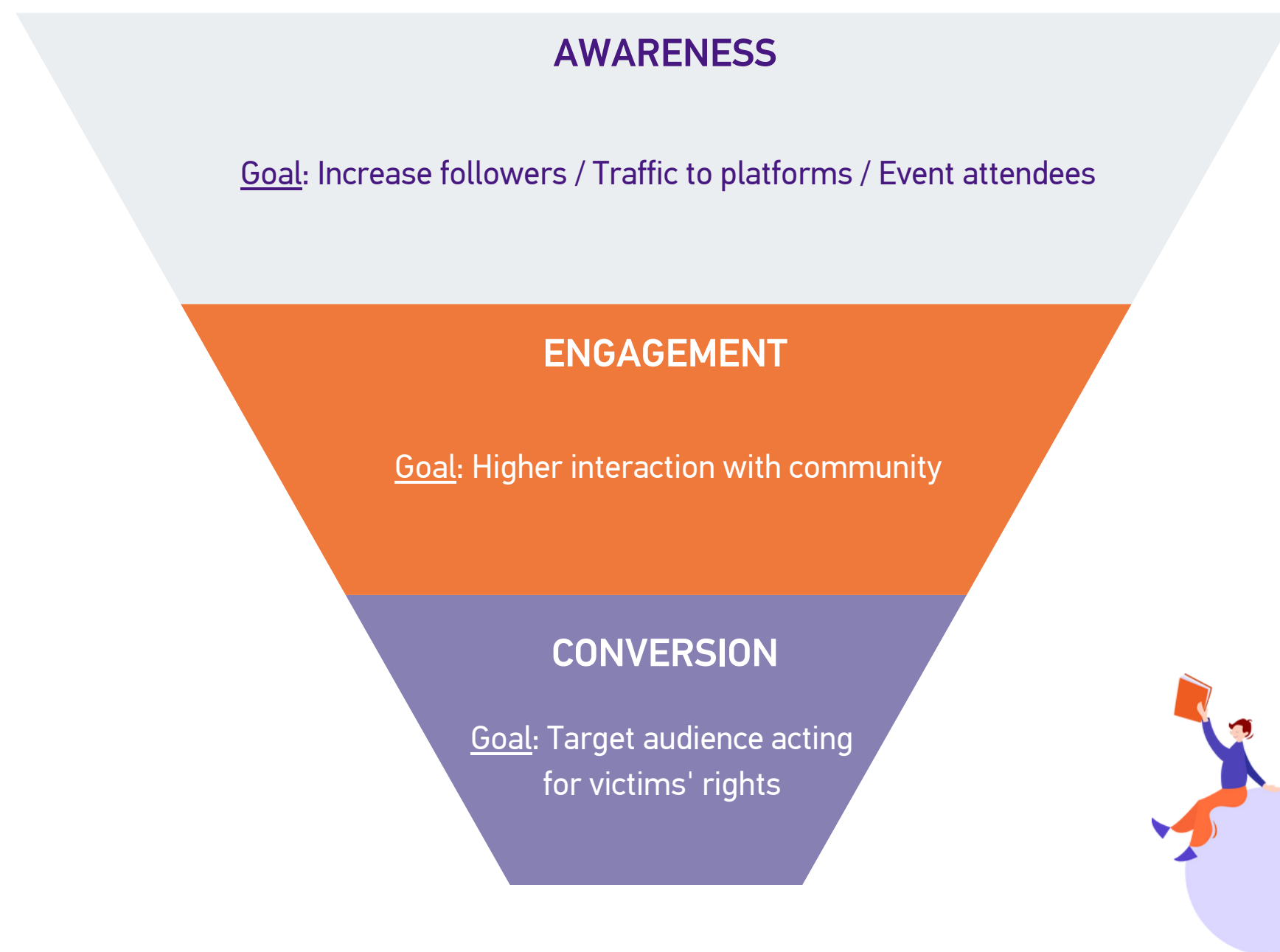
Those with low awareness of VSE & victims' rights



Those followers, who are aligned with our cause, prospects



Those who most strongly align with our cause: members, loyalists, advocates, policy makers



# Social funnel in relation to communication goals and strategies

## SOCIAL FUNNEL

### Social Profile Types

Prospects:  
opinion makers

Existing loyals

Media

General public

### Goals

Broaden support for  
victims' rights

Build engagement with  
the VSE brand

Grow demonstrable  
support for our cause  
and for our campaigns

Help generate more  
money through  
fundraising

### Strategies for Engagement

Manage messages

Engage in conversation

Fuel word-of-mouth

Fuel pro-bono and other partnerships

Collect feedback

Convert to action





# Targeted KPIs for 2023, based on the communication objectives and the channels we use

Comms Objective	KPI 1 Social media	KPI 2 Content	KPI 3 Emails	KPI 4 Traditional media	KPI 5 Events / Activities
Awareness	Number of followers	Number of visits to a platform (page clicks)	Delivery rate	Number of impressions	
Lead generation (engagement)	Number of shares / comments / likes / campaign hashtag use	Average time on page / session duration / bounce rate	Open rate	Clicks	Satisfaction rate
Conversion	Conversion rate	Conversion rate (# document downloads)	Conversion rate	Number of unpaid articles	Number of attendees Number of donors

# 2023 Roadmap for comms content creation

## Community Management

posting, reposting, engaging, analysing, reporting

- Social Hub (working groups + polls to have an interaction)
- Comms Network events
- Member News, Opinions
- Involving partners in the creation of campaign content
- Involving journalists and influencers in our work

## Promoted Advertising

- Twitter grant
- LinkedIn grant (Pam)
- Google / YouTube Adwords
- Meta boosts (collaboration to discuss)
- Media and other partnerships (brussels times)

## Social Listening / Measurement

- Big data capture through projects (BeneVict)
- Members' feedback (polls at GM + conference + comms network, etc)
- Victims' testimonies for campaigning (5-10 testimonies)
- Members / Partners/ Support workers testimonies for campaigns (VRD videos, etc)
- Leaders endorsements: on the benefits of victim support

## Events as sources for content creation

- Conference intervention capture
- Interview booth (Ruben to collect needed testimonies)
- Gathering quotes from professionals
- 2min video summaries from workshops (done by staff)

## New formats to communicate:

- Podcast series (project 'Together for Victims')
- Unconventional event formats for targeted audiences (MEPs, policy makers): press club, brunches, soundwalks, etc.
- Website re-mapping and v improving through visualisations

# Overview of VSE Communications KPIs in 2023



## COMMS GOALS & KPIs 2023

### Key Performance Indicators (KPI's) 2022

- Impressions/reach on social media platforms
- Engagement rate on social media platforms
- Number of website and Intranet page views
- Number of newsletter recipients
- Impressions/reach on media outlets platforms
- Number of event attendees

### 1. Broaden support for victims' rights (REACH - increase awareness)

#### Types of content:

- \* Media and social media materials to promote victims' rights issues
- \* Achievement of members and expansion of membership
- \* Expand partnerships/collaborations

#### KPIs for this goal:

- \* Number of webpage visits
- \* Engaged time on site
- \* Number of victims supported per year + number of new members per year
- \* Number of victims' rights related materials translated to national contexts per year
- \* Number of new partnerships and collaborations

### 2. Build engagement with the VSE brand (DEPTH - increase overall audience engagement)

Focus on content that will catch the attention of a lot of people. Think about content that's highly relevant and exciting. Drive a higher number of users to all owned and earned content.

#### Types of content:

- \* Infographics/papers/videos/articles about a particular topic within our sector
- \* Co-branded content (joint statements, events, campaign toolkits, etc.) created in partnership with another organisation in your industry

#### KPIs for this goal:

- \* Increased views and shares across social media platforms
- \* Increased return website visitors (percentage of return visitors)
- \* Increased number of sessions/users on VSE website
- \* Increased time on site
- \* Qualitative feedback (surveys, quotes, video interviews)



# Overview of VSE Communications KPIs in 2023



## COMMS GOALS & KPIs 2023

### 3. Grow demonstrable support for our cause and for our campaigns

**Subgoal:** Drive more traffic to your website, YouTube channel, newsletter subscribers (RELATIONSHIP:increased awareness+engagement)

#### Types of content:

- \* Posts with calls to action, such as downloading a piece of content from a landing page
- \* Social media posts that link to the campaign page
- \* VSE Newsletters
- \* Content by partners, which promotes our cause on other sites/newsletter
  - First-hand Interviews with partners

#### KPIs for this goal:

- \* Number of website visits per month
- \* Percentage of returning readers
- \* Engaged time on site
- \* Conversion rates for call-to-action content (number of downloads for each promoted paper)
- \* New newsletter subscriptions
- \* Press clippings, partner content
- \* Qualitative feedback (surveys, quotes, video interviews)

### 4. Help generate more money through fundraising

#### Types of content:

- \* Fundraising webpage
- \* Social media posts that link to the fundraising page
- \* Printed and online fundraising materials

#### KPIs for this goal:

- \* Number of donations per year
- \* Amount of funds raised
- \* Number of pro-bono or barter partners gained

# Overview of VSE Advocacy Communications work in 2023: focus on ENGAGEMENT



## Advocacy + Policy Comms

### 4 POLICY PAPERS TO BE STRATEGICALLY PROMOTED:

- National Framework paper
- Safe Justice paper
- Infovictims paper
- Model Provisions paper

TO TURN PAPERS INTO MULTIMEDIA MATERIALS (explainer video - infographic -article)

	A	B	C	D	E	F	G	H	I
1									
2			Activities						
3			Dataset	Victim's story	Article/press release (website/newsletter)	Policy brief	Webinar/event	Joint letter	Comms activities (social media)
4	Date	Agenda items					X		
5	TBC 13-17.02	NGO Roundtable (13-17.02)					X		
6	22.02	Joint statement with EU NGOs on the European Day for Victims of Crime						X	X
7	TBC 1 or 6.03	Webinar with members on VRD revision and campaigning					X		
8	08.03	Women's Day activities	X	X	X				X
9	15.03	Launch of Infovictims policy paper	X		X				X
10	22.03	Brussels attacks anniversary + step 1 shaming EC (MEPs, press release)		X	X	X			X
11	27-31.03	Victim Support Action Week	X	X	X				X
12	3-7.04	Protection Action Week	X	X	X				
13	10.04	General article on VRD revision	X	TBC	X				X
14	17.04	Publication Model Provisions Paper			X		TBC		X
15	17.04-01.05	Promotion Model Provision Paper	X		X				X
16									



# Shift in comms – focus on engagement rather than on awareness



## Engagement = Behavioural change comms 2023

### CONTEXT:

VSE's Policy/Advocacy objectives determine the general direction of VSE and serve as a fundament for VSE communications. Communication objectives specify the ways in which communicators will promote particular identified behaviors to achieve our policy/advocacy goals.

Thus, in order to define communications objectives, we first should identify our policy goals.

VSE's Core policy/advocacy strategic goals for 2021-2025:

- The full and effective implementation of the EU Victims' Rights Directive and other EU legislation related to victims of crime (law)
- The implementation and funding of the European 116 006 helplines for all victims of crime in all EU Member States (funding)
- Victim-centred justice and compensation systems (laws and policies)
- The strengthening of victim support services through increased funding, capacity building and training (support)

To get closer to achieving these goals, we focus on the following POLICY THEMES 2023:

- 1.National Framework
- 2.Safe Justice
- 3.Effective communications
- 4\*. (not a goal but a mean) Model Provisions as a tool for the VRD revision



# What is Behavioural Change Communication And Why Do We Need It?



The key lesson imparted by communications practitioners of the 20th century is that achieving behavior change is often the ultimate gauge of a communications campaign's success. Behaviour change is an essential aspect of all communications efforts related to policy and rights, regardless of the discipline. The role of communication specialists extends beyond broadcasting the endeavors of policy and advocacy organizations. Rather, their objective is to actualize the goals of the organization in advancing and implementing public policy and legislation. The triumph of such policy inevitably depends on people initiating, discontinuing, or modifying their behaviors. Therefore, our work must be centered on behavior-driven outcomes and understanding.

One of the objectives set by Victim Support Europe's (VSE) communication department for 2023 is to begin investigating the utilization of behavioral science techniques to improve the effectiveness of its communication endeavors.

Depending on the behaviour we want to see from our audience we will be trying to influence them to:

- Start or adopt a new behaviour such as establishing a new law, helpline, or support service;
- Improve an existing legislation;
- Assign funding to establish new or improve an existing societal service.

# COMMS (behavioral change/engagement) GOALS

## OVERALL STRATEGIC GOAL:

Establishing comprehensive national framework for victim support in all EU Member States

## MINI (BEHAVIORAL) GOALS for 2023:

- To revise (propose and adopt) the VRD (part of narrative/reference is Model Provisions paper)
- To establishment 116006 Helplines in all MS
- To make sure the VSE's guidelines are used by EU policymakers and VSE members – documents that recommend and establish principles of a practice (our 4 papers) which means to mainstream victims' rights by all stakeholders

## COMMS MESSAGES 2023 ARE BUILT FOR SPECIFIC TARGET AUDIENCES:

1. EU-level: policy (change in laws, policies, and funding)
2. National level: establishments on the ground (change in laws, policies and services)

# COMMS MESSAGES:

## For the Mini Goal #1

### I. EU-Level

1. The revised VRD will improve the lives of many victims and advance the well-being of EU citizens, ensure social cohesion and economic success
2. The revised VRD will improve the lives of a specific group of victims and advance their well-being
3. Thanks to the COE for the adopted Recommendations on Rights, Services and Support for Victims of Crime that to some extent mimic the VSE's Framework paper and can contribute to the proposed revision of VRD which will improve the lives of EU citizens and advance their well-being

### II. National level

1. For governments: The VRD will help you improve the lives of victims (your citizens) and help MS identify the ways to do it.
2. For members: VRD will help them to push governments to do what they want





# COMMS MESSAGES:

## For the Mini Goal #2

### I. EU-Level

1. Establishing 116006 Helpline in Every Member State means you care about the well-being of EU citizens / Investing in victim support is investing in the well-being of all EU citizens

### II. National level

1. For governments: Establishing 116006 Helpline in Your Member State means you care about the well-being of your citizens
2. For members: referring to VSE's guidelines (116006 paper) and existing practices (experience of countries where helplines are established) will help VSE members to push governments to establish a helpline in their country



# COMMS MESSAGES:

## For the Mini Goal #3

### I. EU-Level

1. Advancing victims' rights and services will improve the well-being of your citizens, ensure social cohesion and economic success or simpler HELPING VICTIMS IS HELPING OURSELVES
2. In countries where there are many problems, establishing victim support can make a big difference / It is more than possible to establish vs / Victims' rights are universal and we need to work together, to learn from each other in solidarity with all victims of the world/ Justice for victims brings justice for all

### II. National level

1. For members: The VSE Guidelines will help VSE members to advancing victims' rights and services in their country with the overall aim to improve the well-being of their citizens, ensure social cohesion and economic success or simpler HELPING VICTIMS IS HELPING OURSELVES
2. For VRCommsNet: Improve your communications/advocacy skills to advance victims' rights and services
3. For Minsiters of Justice: Advancing victims' rights and services will improve the well-being of your citizens, ensure social cohesion and economic success or simpler HELPING VICTIMS IS HELPING OURSELVES



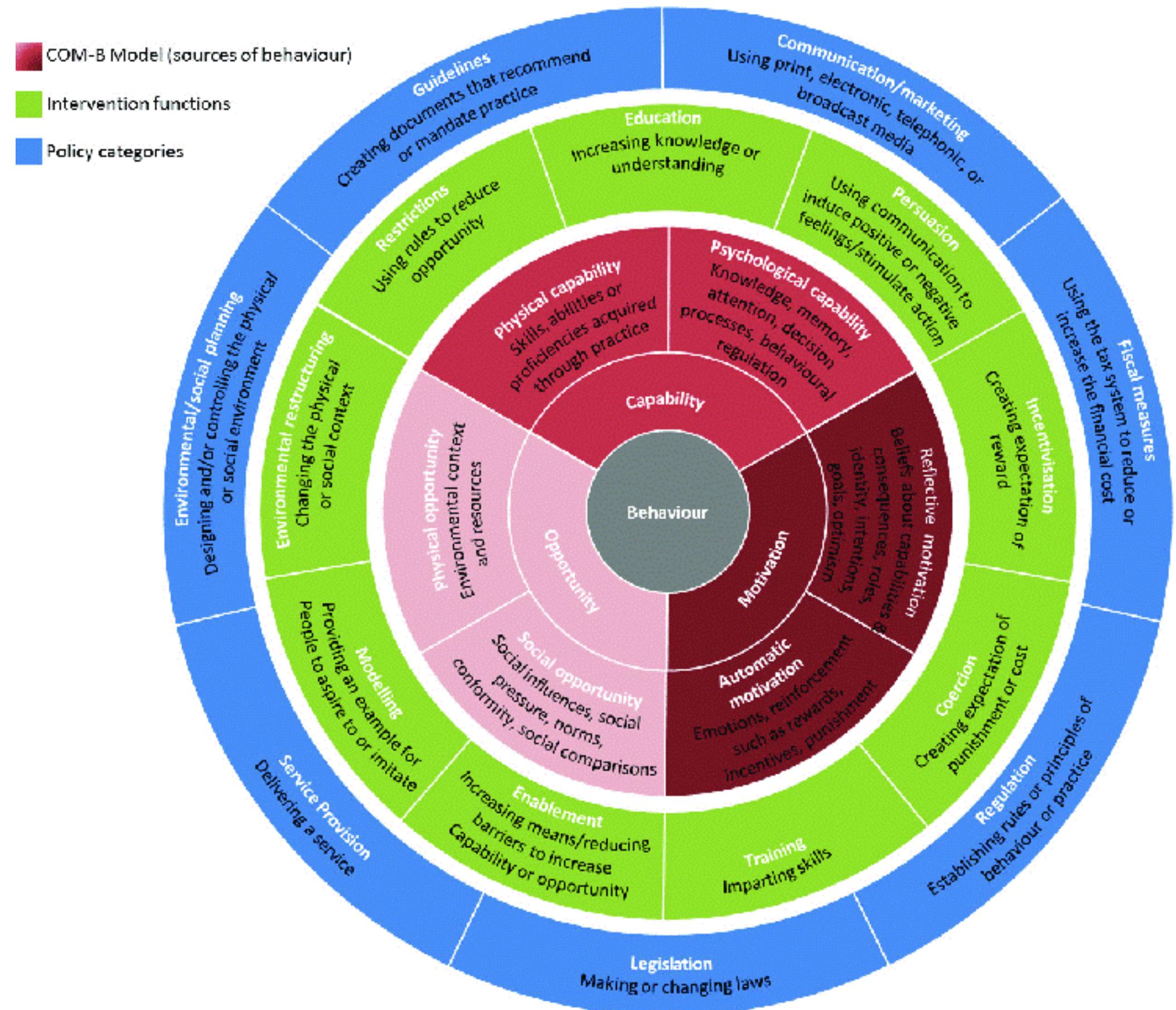


# COMMUNICATIONS ACTIVITIES:

COMMUNICATIONS ACTIVITIES are built based on the behaviour change wheel: A method for characterising and designing behaviour change interventions.

According to this model, for an individual to engage in a behavior, they must have the Capability to do so, the Motivation to do so, and external factors must provide the individual with an Opportunity to do so.

With the help of it we can identify barriers (red and pink layers of the circle) to changing behaviors and plan actions using certain techniques (green and blue layers of the circle).





# COMMS 2023 ACTIONS TABLE

Main Behavioural change objective	Establishing national framework for victim support in all EU Member States			
Mini-goal #1	Revise VRD			
Audience Segment	Comms Key Message	Desired change	Comms Activities	Indicators

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## EU Level:

1. European Commission	<p>The revised VRD will improve the lives of many victims and advance the well-being of EU citizens, ensure social cohesion and economic success In particular, the revised Directive should result in:</p> <ul style="list-style-type: none"><li>stronger language for current rights and obligations, in the inclusion of new rights and obligations, and in a systemic and coordinated approach to victims' issues at Member State level</li><li>Connecting politicians' beliefs to what we do to advance vicitms rights</li><li>Support is critical to the success of our society</li></ul>	<ul style="list-style-type: none"><li>In 2023 the EC proposes the revised VRD in accordance with our objectives</li></ul>	<ul style="list-style-type: none"><li>communicating 4 papers via comms tools and events: Framework, SJ, model provisions and infovictims (framework system narrative, victims issues are not niche, the are bridge between health and justice, central to a successful society; change in a way we measure justice)</li><li>22 Feb Joint NGO statement addressed to the EC</li><li>8 March statement and video message by VSE addressed to the EC and EP</li><li>video campaign with EU NGOs and other stakeholders talking about the importance of the revision</li></ul>	<ul style="list-style-type: none"><li>the revised VRD is first proposed and then adopted by the EC</li></ul>
2. EU NGOs	<ul style="list-style-type: none"><li>The revised VRD will improve the lives of a specific group of victims and advance their well-being</li></ul>	<ul style="list-style-type: none"><li>EU NGOs and partners increase their knowledge about the benefits of the revised directive, and support the proposed revision</li></ul>	<ul style="list-style-type: none"><li>Campaign toolkits</li><li>Video support messages by NGOs</li></ul>	<ul style="list-style-type: none"><li>number of government-level key policy makers and EU NGOs that favor proposed revision</li><li>how many are prioritizing victims' agenda</li><li>number of emails/sm posts/articles on the importance of the revision and call for support</li><li>number of NGOs who supported the revision</li><li>sm stats (reach)</li></ul>
3.EP+ MEPs + EP committees (FEMM and LIBE) and intergroups - children, lgbti)	<ul style="list-style-type: none"><li>The revised VRD will improve the lives of all victims and advance their well-being</li></ul>	<ul style="list-style-type: none"><li>Toolkits for MEPs for 2024 elections</li></ul>	<ul style="list-style-type: none"><li>MEPs to know:<ul style="list-style-type: none"><li>5-10 Benefits of the Revised VRD</li></ul></li></ul>	<ul style="list-style-type: none"><li>number of MEPs who supported the revision</li></ul>
COE	<ul style="list-style-type: none"><li>Thanks to the COE for the adopted Recommendations on Victims' Rights that to some extent mimic the VSE's Framework paper and can contribute to the proposed revision of VRD which will improve the lives of all victims and advance their well-being</li></ul>	<ul style="list-style-type: none"><li>COE to encourage the EU policymakers (EC and EP) to revise the directive and national contexts to get it implemented</li></ul>	<ul style="list-style-type: none"><li>List of bullet points of where the COE's recommendations overlap (strengthen) with National Support Framework ideas</li><li>E.g.<ul style="list-style-type: none"><li>Right to be heard – the COE took it forward and here what we said in our paper.</li></ul></li><li>generic VSSs</li></ul>	<ul style="list-style-type: none"><li>number of sm posts/articles on the importance of the revision linked to the published COE's recommendations</li></ul>
EU Agencies (FRA, EIGE, Eurojust, Europol, Cefpol)				
National level: VSE members, PermReps, ENVR	<ul style="list-style-type: none"><li>For governments: The VRD will help you improve the lives of victims (your citizens) and help MS identify the ways to do it.</li></ul>	<ul style="list-style-type: none"><li>Increase their knowledge about the benefits of the revised directive, and support the proposed revision</li></ul>	<ul style="list-style-type: none"><li>Members' activities with their governments</li></ul>	<ul style="list-style-type: none"><li>number of governments who acted upon the VRD revision (very hard to track)</li></ul>
	<ul style="list-style-type: none"><li>For members: VRD will help them to push governments to do what they want</li></ul>	<ul style="list-style-type: none"><li>Increase their knowledge about the benefits of the revised directive, and support the proposed revision</li></ul>	<ul style="list-style-type: none"><li>Webinar with members: present the approach and activities focused on the revision of the VRD / encourage national advocacy</li></ul>	<ul style="list-style-type: none"><li>number of member organisations actively involved in advocacy and campaigning around the revision</li></ul>
				<ul style="list-style-type: none"><li>number of translations</li></ul>



# COMMS 2023 ACTIONS TABLE

Mini goal #2	'Establish 116006 victim helpline in all Member States' or more specific 'Make sure that there is funding to establish 116006 Helpline'			
EU Level:				
1. European Commission	<ul style="list-style-type: none"><li>Establishing 116006 Helpline in Every Member State means you care about the well-being of EU citizens</li><li>Investing in victim support is investing in the well-being of all EU citizens</li></ul>	<ul style="list-style-type: none"><li>EC grants funding for the helplines</li></ul>	Supporting advocacy team in lobbying for the EU funding for the helpline PERSUASION (stimulate action, using emotions): <ul style="list-style-type: none"><li>victims' testimonies on using the helpline</li><li>using existing truths to motivate action (13 countries established 116006 Helpline = 100mln people are getting help. Why don't we have it in all 26 MS?</li></ul>	<ul style="list-style-type: none"><li>Funding for new helplines is assigned</li></ul>
National level: Governments and VSE members				
	<ul style="list-style-type: none"><li>For governments: Establishing 116006 Helpline in Your Member State means you care about the well-being of your citizens</li></ul>	<ul style="list-style-type: none"><li>Increase their knowledge about the benefits of the helpline, and support the proposed establishment</li></ul>	<ul style="list-style-type: none"><li>Members' activities with their governments</li></ul>	
	<ul style="list-style-type: none"><li>For members: referring to VSE's guidelines (116006 paper) and existing practices (experience of countries where helplines are established) will help them to push governments to establish a helpline in their country</li></ul>	<ul style="list-style-type: none"><li>Increase their knowledge about the benefits of the helpline, and support the proposed establishment</li></ul>	<ul style="list-style-type: none"><li>Webinar with members</li><li>Preparing national contexts for the establishment of the helpline through campaigning ( spreading the best practices and cost-benefit narratives to trigger change): PERSUASION (stimulate action, using emotions):<ul style="list-style-type: none"><li>victims' testimonies on using the helpline</li><li>using existing truths to motivate action (13 countries established 116006</li></ul></li><li>Helpline = 100mln people are getting help. Why doesn't your country have it<ul style="list-style-type: none"><li>using motivational interviews to change behaviour (interview with the organisation who established a helpline in their country + squeezing those to mass media</li></ul></li></ul>	<ul style="list-style-type: none"><li>number of member organisations actively involved in VSE webinars</li><li>number of member organisations actively involved in VSE campaign efforts</li></ul>

# COMMS 2023 ACTIONS TABLE

Mini Goal #3	Exploiting VSE's guidelines by EU policymakers and VSE members – documents that recommend and establish principles of a practice (our 3 papers) which means mainstreaming victims’ rights * Include the EU 2024 Elections into the comms thinking in 2023			
EU Level:				
MEPs	Advancing victims' rights and services will improve the well-being of your citizens, ensure social cohesion and economic success or simpler HELPING VICTIMS IS HELPING OURSELVES	MEPs to know 5 basic needs of victims	A card for MEPs ‘5 basic needs of victims’	Number of MEPs who received and used the materials
EC, EP, MEPs, EU NGOs	<ul style="list-style-type: none"><li>In countries where there are many problems, establishing victim support can make a big difference</li><li>it is more than possible to establish vs (VS Morocco example)</li><li>victims’ rights are universal and we need to work together, to learn from each other in solidarity with all victims of the world</li></ul>	EU level stakeholders to know about the benefits of VS	<p>I. PERSUASION (stimulate action, using emotions):</p> <ul style="list-style-type: none"><li>using motivational interviews to change behaviour (interviews with VS Morocco/ VSAmericas/VS Asia) + squeezing those to mass media</li><li>Event to showcase the VSE, VSA, VSAmericas (43 orgs) and VS Morrocco)</li><li>promoting BENEVICT cost-benefit analysis in 2024</li></ul> <p>II. MODELLING behavioural technique (aspire to imitate):</p> <ul style="list-style-type: none"><li>SHOW PEOPLE PERFORM DESIRED BEHAVIOUR: various sectors (police, health, academia, private) talk about the benefits of having national victim support</li></ul> <p>III. ENABLEMENT (reducing barriers/increasing capability by distilling the policy papers into visual storytelling and guidelines):</p> <p>MULTIMEDIA GUIDES: SMALL STEPS TOWARDS change -(summaries, bullet points, 1minute videos, etc to highlight the actions to be used by stakeholders for their purposes)</p>	SM and media statistics
	<ul style="list-style-type: none"><li>Justice for victims brings justice for all</li></ul>	<ul style="list-style-type: none"><li>EU level stakeholders to know about the benefits of court-based support</li></ul>	<ul style="list-style-type: none"><li>COVIS editorial (attentions to the problem, best practice mainstreaming + dissemination of project results)</li></ul>	<ul style="list-style-type: none"><li>Dissemination statistics of 5 project partners</li></ul>
National level: VSE Members & Ministers/ Governments				
VSE members	<ul style="list-style-type: none"><li>The VSE Guidelines will help VSE members to advancing victims’ rights and services in their country with the overall aim to improve the well-being of their citizens, ensure social cohesion and economic success or simpler HELPING VICTIMS IS HELPING OURSELVES</li></ul>	<ul style="list-style-type: none"><li>Every member to know why victims’ rights are contributing to social cohesion</li><li>Every member to multiply our advocacy/comms efforts</li></ul>	<ul style="list-style-type: none"><li>Explanatory guideline on how to distribute the visual on how victims' rights correlate with STGs (to Ministers of Justice, to other national level entities)</li><li>MODELLING behavioural technique (aspire to imitate):<ul style="list-style-type: none"><li>FOR COUNTRIES WHERE THERE IS NO or LITTLE VICTIM SUPPORT: mainstream best practices of functioning victim support (national models of finland, France, etc) with the message LOOK HOW IT WORKS IN THE COUNTRIES WHO CARE ABOUT THEIR CITIZENS, YOU CAN DO IT ALSO BY taking SMALL STEPS</li></ul></li><li>FOR ALL MEMBERS:<ul style="list-style-type: none"><li>using existing truths to motivate action</li></ul>e.g. Italy has made another step towards better victim support – they translated the Framework paper. Why don't you do it?<ul style="list-style-type: none"><li>Call to action to translate summaries of papers (NF, SJ, Comms and 116 Helplines) into their languages (major problems + recommendations)</li></ul></li></ul>	<ul style="list-style-type: none"><li>Number of members involved in the action (translated the visual and disseminated it)</li></ul>
VRCommsNet	Improve your communications/advocacy skills to advance victims” rights and services	Victim Support comms officers increase their knowledge in comms	4 workshops in 2023	Number of participants + feedback surveys
Ministers of Justice	Advancing victims' rights and services will improve the well-being of your citizens, ensure social cohesion and economic success or simpler HELPING VICTIMS IS HELPING OURSELVES	Every Minister should mention victims in their strategic agendas	A card on how victims’ rights correlate with STGs – to be translated by members to their languages	Number of Ministers involved in the action (included victims' issues into their speeches/agendas) – hard to track

# COMMS 2023 ACTIONS TABLE

## For comms department!

### STGS (for connecting our specific goals with the global ones):

3. Good health and wellbeing: ensure universal access to health care services, including victim support, meaning strengthening victims' access to support services (e.g. mandatory referral system, coordination mechanisms, individual assessment for support needs), and the integration of a comprehensive victim support framework mechanism into national strategies.
4. Sustainable education: ensure that all learners acquire the knowledge and skills needed to promote sustainable development, including, among others, through education for sustainable development and sustainable lifestyles, victims' rights, gender equality, promotion of a culture of peace and non-violence, appreciation of victim support's contribution to sustainable development
8. Decent work and economic growth: promote development-oriented policies that support productive activities, decent job creation, prevent victimisation at work place and promote safe and secure working environments for all workers





# COMMS 2023 ACTIONS TABLE

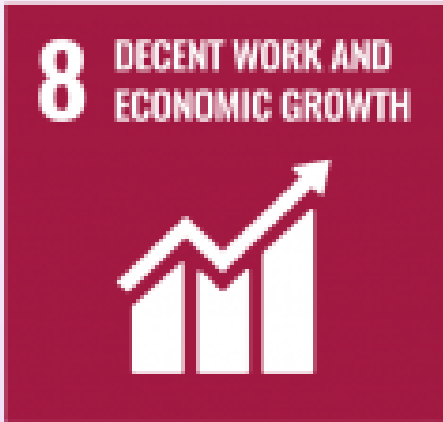
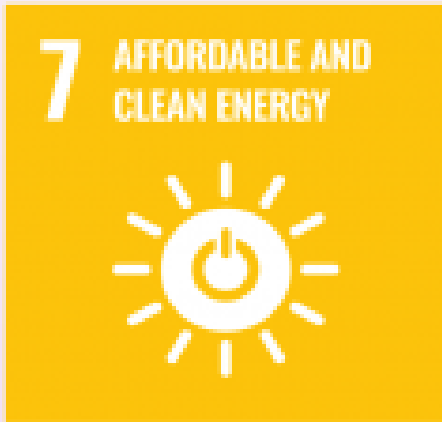
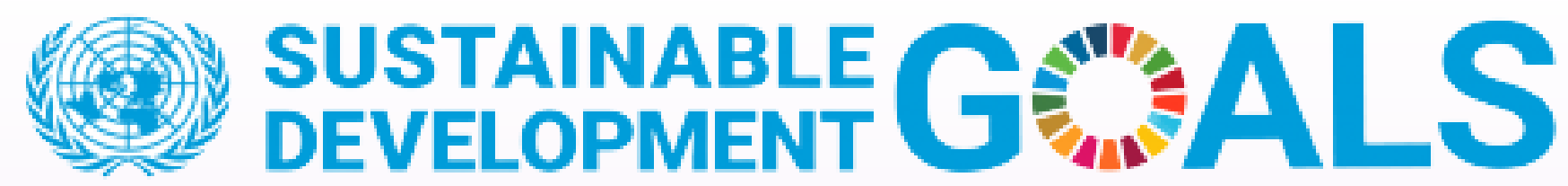
## For comms department!

### STGS (for connecting our specific goals with the global ones):

- 9. Industry, innovation and infrastructure: Develop quality, reliable, sustainable and resilient infrastructure, including establishing national victim support mechanisms, to support economic development and human well-being
- 11. Sustainable cities and communities: ensure access for all to adequate, safe and affordable housing and basic services, including victim support
- 16. Peace, justice and strong institutions: Promote the rule of law at the national and international levels and ensure equal access to justice for all, including safe justice for all victims of all crimes. Strengthen relevant national institutions, including justice systems, including through international cooperation, for building capacity at all levels, in particular in developing countries, to prevent violence and combat terrorism and crime



# COMMS 2023 ACTIONS TABLE





# Overview of VSE Fundraising Strategy 2023



## Fundraising and sponsorship, a simple short-term strategy

- Generally, **fundraising** is recognised as being the process of seeking voluntary financial contributions from a variety of sources, which can be carried out through person to person activities that encourage engagement with others. Fundraising can include direct mailshots, events, online donation mechanisms, solicitations, crowdfunding, etc. There are 2 distinct types of 'fundraising': donations and gifts – involving immediate or short-term activities – and sponsorships over a contracted period.
- External (business to business or public) fundraising opportunities, that is asking for one-off donations or in-kind exchanges, take time, effort, and commitment to bring about. VSE is relatively unknown in the commercial sector and raising VSE's profile will take time and will require commitment to ensure that outreach activities are successful.
- **Sponsorship** is a business to business activity whereby the sponsor receives a quid pro quo in return for their financial support: marketing their logo/products etc. at appropriate events and through publications/websites, etc. Sponsorships are often difficult to obtain and are time-consuming to nurture; company sponsorships are much sought after by all types of entities, from schools to interest groups. Sponsorship activities will require the involvement of VSE management and Executive Board members as they will be needed to conclude contracts.
- As VSE is interested in using both fundraising and sponsorship to augment its existing income, the next step is to set clearly – and realistically – identified fundraising goals for 2023. This document is a simple short-term strategy to support VSE's desire to test the waters; it should be put in place for the start of 2023. A more detailed month-by-month activity plan will be required to support this document once – as stated above – objectives have been determined and agreed by management.

# Overview of VSE Fundraising Strategy 2023

## Identifying fundraising goals

Fundraising will allow VSE to invest in projects of its own choosing, to develop income streams that are not tied to EU projects and that would allow VSE more latitude in creating pathways to support its mission in:

- Strengthening the rights and services for all victims of crime in Europe and beyond.
- Promoting the establishment and development of victim rights and services throughout Europe.
- Ensuring that every victim in Europe and world-wide can access information and support services in the aftermath of a crime, regardless of where the victim lives or where the crime took place.
- Ensuring that victims are respected, have access to their rights and are able to make their voice heard throughout the criminal justice process.
- Developing new models, measures, and solutions, to improve and implement rights for victims of crime.

In practice, what does this mean? VSE must identify projects or other activities, which are not covered by the EU OG funds, but which VSE believes support the mission statements above and which prospective donors or sponsors would be able to support with financial or other gifts.



# Overview of VSE Fundraising Strategy 2023



## Identifying fundraising goals

VSE fundraising objectives may take two forms:

- Capital costs – to help VSE cover budgetary shortfalls: staff salaries, etc.
- Fundraising drives – to support clearly identified projects, for example,
  - FYDO expansion – increasing visibility and positioning of dogs across EU state facilities
  - Development of educational resilience programmes aimed at school children
  - CREST – development of disaster/terrorism training

(Other topics may exist and can be added to this document at any time.)

Ideally, objectives for any given year should be identified no later than the end of the October of the previous year, to be able to create a viable fundraising plan, organise outreach activities, and design/print associated materials.

Implementation of annual fundraising activities should be carried out on a calendar year basis; these activities should be fully reviewed on a quarterly basis, and should include a review of donations received, and analyses of webpage visits, etc. (Thought must be given as to the lifespan of the objective; if no donations are received after X months, for example, it may be decided to halt fundraising for one objective and try another instead.)

The cost of the objective must be evaluated and must include any associated materials and staff time. (Consideration must be given as to how the receipt of gifts will be announced; whether achieving a specific financial target is advertised on the webpage, or whether the donor simply receives an email.)

An end of year report should be submitted to the Executive Board as per existing VSE regulations.



# Overview of VSE Fundraising Strategy 2023



## Fundraising actions

To ensure fundraising is a success, once goals have been set, an appropriate plan must be created. This plan should include information on:

### Outreach



### Materials



### Resources



### Asset review



### Oversight

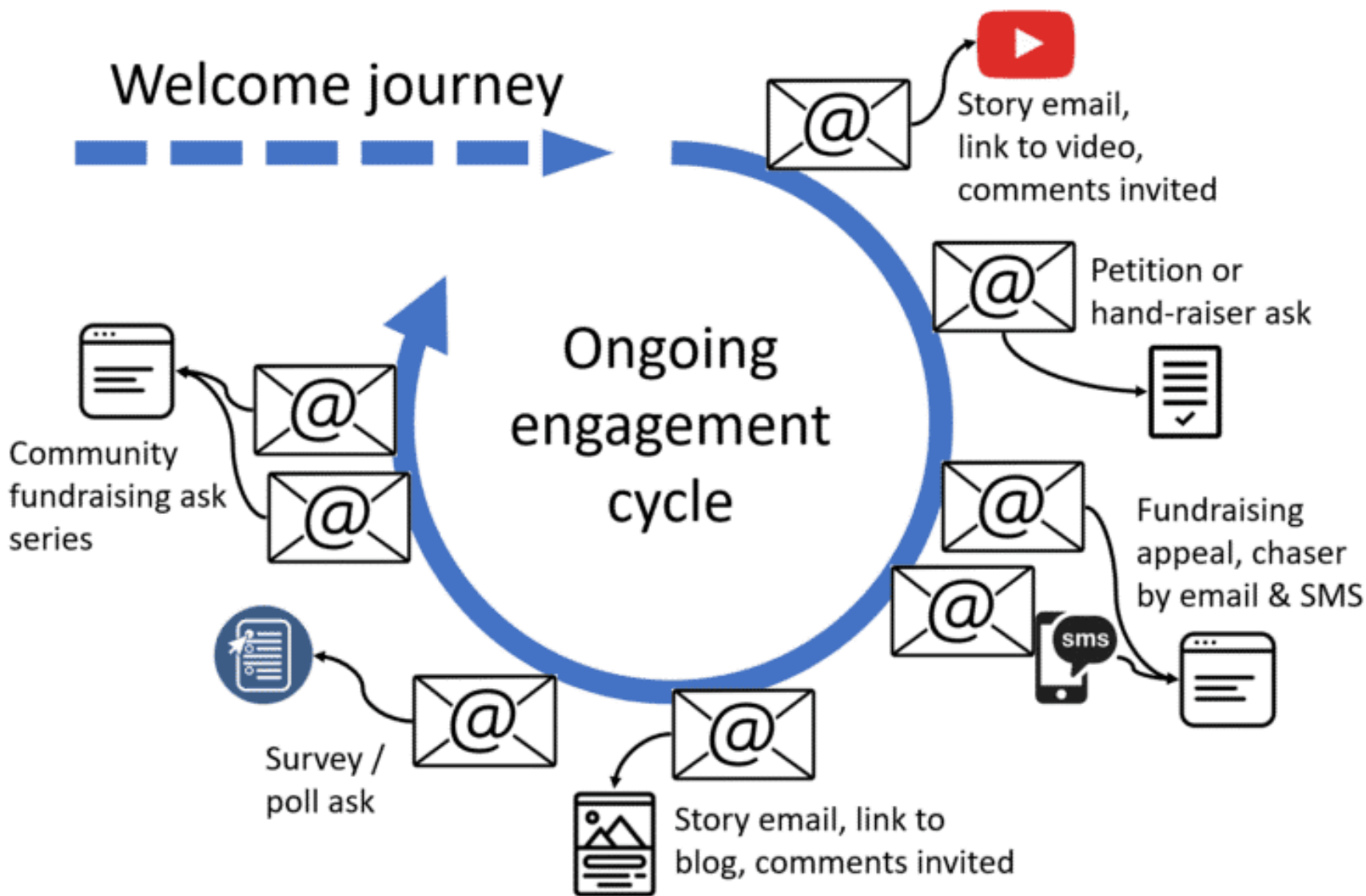


# Overview of VSE Fundraising Strategy 2023



## Outreach

Once the fundraising objectives have been set, the means to achieve the objectives must be identified. Customer engagement practices (using specific means to build relationships that encourage ‘business’ objectives[1]) should be applied in order to achieve VSE’s fundraising goals. A customer engagement cycle should be created [2] to assist in developing the annual plan →





# Overview of VSE Fundraising Strategy 2023



## Outreach

- Articles: submit short informative pieces on fundraising objectives to newspapers or magazines; it should be remembered that as the EU, multinationals, embassies, etc. all have HQs in Brussels, there are numerous schools, clubs, and groups which communicate with their citizens through newsletters.
- Fundraising drives: one-off activities – such as sponsored walks, etc. – designed to generate awareness by involving the public in raising funds for the target objective.
- Join global events: for example, create annual ‘Giving Tuesday’ Facebook page event every November (on the Tuesday after US Thanksgiving).
- Mailshots: which can be either physical or on-line, can be created to support VSE’s overall fundraising objectives.
- Networking: raising awareness of VSE objectives by staff while attending external events; promotional materials will be available to support this activity. Staff should have up-to-date knowledge of annual fundraising objectives and their current status.
- Social media: creating awareness on social media sites (FB[2], LinkedIn, Instagram, etc.) by posting official (or personal) VSE messages and details of VSE papers, events, projects, etc. related to the fundraising objective. Updates should be consistent and catch the reader’s attention.
- Specifically designed ‘donate signatures’ to be used by all VSE staff: generating awareness of VSE’s fundraising objectives.
- Sponsorship: creating and building long-term relationships with external brands which relate to and support individual objectives, or which align themselves with VSE’s mission to support all victim of crime.
- Supporters: encourage members of the public to become VSE supporters, donors which subscribe on an annual basis and who are able to receive tax rebates as a result of their annual donation.

# Overview of VSE Fundraising Strategy 2023



## Materials for 2023

As VSE has already identified, through its work in the field of victimisation, print materials successfully support the delivery of information. (See example of budget costs in annex.)

- Develop and use consistent email messaging when contacting organisations (see example in annex).
- The Get Involved Donate webpage should reflect the objectives identified for the current year. Information on the objectives should be regularly updated and kept fresh to maintain public interest. However, imagery, messaging, and calls to action should be visible across the entire VSE website so the donors' journey is consistent.
- Envelopes, carrying awareness raising logos or QR codes, can be used to support public or specific mailshot campaigns. Mailshots can also include the use of pre-printed letters telling the VSE story associated with individual fundraising objectives; such letters should include a pro-forma payment slip. Integrating mail, email and social media programmes into a multi-channel strategy helps maximise reach and response; a strong campaign across all three channels maximises the chance to connect with potential donors.
- Payment options should be easy to use; a well-designed donation form should be easy to use across all devices to encourage use by donors[1]. Donors clicking through from Facebook or a specific campaign should see the donation page continuing the theme, the donor's experience should be seamless with donation forms being easy to find across the website and from other online social profile pages.
- Fundraising trifold and A3 posters should be designed for use by staff at external events to raise awareness of VSE's fundraising activities[2].
- Similarly, fundraising A5 flyers should be designed for distribution at major institutions, hotels, businesses, etc.
- Advertising in metro stations should be considered to support fundraising; this may be more appropriate once sponsorship support is achieved due to the costs involved.

# Overview of VSE Fundraising Strategy 2023



## Resources for 2023

Fundraising endeavours will require both financial and physical resources for them to be successful. Without organisational commitment, fundraising will not move past the ad hoc activities carried out by the Fundraising and Sponsorship Advisor and other members of staff (in addition to their own responsibilities). Given the current economic situation, fundraising activities will probably remain relatively low key throughout 2023; however, the following resources will still be required. (See attached document on print costs.)

- Get Involved Donate webpage.
- Print materials for external events
- Membership of local organisations and interest groups which can be used to raise awareness and organise funding drives
- Research potential fundraising activities, donor benefits, fundraising objectives, new sponsors, philanthropic funds, etc.
- Social media updates
- Staff outreach promoting fundraising objectives
- Transport costs – as required – related to meetings, events, etc.
- Training staff as required on networking and promotion of VSE fundraising

# Overview of VSE Fundraising Strategy 2023



## Resources for 2023

- Time involved by staff/management to:
  - Promote fundraising at events
  - Research tasks
  - Send out emails to prospective sponsors
  - Send out emails to donors
  - Post social media updates
  - Designing print materials and updating webpage
  - Identify and connect with prospective donors/sponsors
  - Attend meetings with prospective sponsors
  - Analyse assets for data purposes
  - Update finances and ensure tax documentation is provided as appropriate
  - Provide oversight of fundraising activities



# Overview of VSE Fundraising Strategy 2023



## Asset Review

An asset review should be carried out annually. The review provides VSE with the opportunity to identify existing resources it can tap in to when looking to raise funds for its objectives and to analyse how these resources could be used to promote itself when looking for sponsorships with external partners.

- Audience: identified through use of social media analytics, demographic information, membership surveys, Google analytics, and post-event surveys.
- Existing connections: organisations or individuals with interests in VSE's work and which/who might be prepared to become sponsors or donors
- Successful fundraising events: has VSE carried out any previous events which could be replicated?
- Donor base: sponsors are particularly interested in organisations with the ability to reach a large audience through, for example, its membership. While VSE has some 70 members which reach out to thousands of citizens across Europe (and beyond), it rarely interacts with the 'end user'.
- Taxation status for donations: financial gifts of 40 euros or more to any Belgian asbl are eligible for tax relief. Verification is needed to ensure that VSE can highlight this opportunity on its webpages
- Social media: investigate how many people regularly follow us on social media platforms and what is their interaction with us to determine whether we are influencers or followers.
- Supporter demographics: identify our main followers and those who interact with us the most.
- Location: VSE is housed in a great central Brussels location.
- Brand: it must be recognised that VSE is less well-known or readily identifiable in the broader community.
- External relationships: identify which companies we already work with and reach out to our contacts to create CSR opportunities. VSE should promote its relationship with partners by placing their logos on the Get Involved Donate page, the VSE home page, and on all social media pages (with the partner's permission, of course).
- Mission: a strong emotional mission can help us establish CSR opportunities and may offer the chance to request external contacts to host fundraisers on our behalf.

# Overview of VSE Fundraising Strategy 2023



## Oversight

Official lines of responsibility will need to be established to ensure that fundraising becomes an integrated, viable part of VSE broader activities. Currently fundraising is peripheral to VSE projects and information and ideas arrive in an ad hoc manner, while communication is currently somewhat confused. Oversight to include:

- Lines of leadership and responsibility
- Budget requirements and funding
- Integrating fundraising with VSE tasks to create homogenous lines of 360 communication
- Evaluation of activities
- Quarterly & annual reports

# Fundraising Team



To ensure that fundraising and sponsorship become part of VSE's wider activities, a fundraising team must be created; its members should be drawn from Communications, Projects, Policy, Capacity Building and Management Teams. The group should meet on a monthly basis, not only to brainstorm on future activities but also to ensure that planned and upcoming events are carried out in conjunction with other VSE activities and that all VSE staff members and volunteers are aware of them.

## Proposed 2023 fundraising action list

Priority tasks, to be completed in January:

1. identify team members
2. define objectives
3. update Get Involved Donate webpage with chosen objectives to ensure homogeneity
  - a. provide, if appropriate, target donations to be achieved
4. create homogenous VSE story
5. design print materials around objectives and VSE story
6. set meeting schedule for 2023
7. identify fundraising drives for 2023



## Proposed 2023 fundraising action list

### Secondary tasks:

1. ensure all social media channels are aligned and have access to charity status
  - a. social media channels to be kept up to date with VSE projects, events and initiatives
2. ensure all social media channels and webpage allow donations to be made online
  - a. FB page to be updated to receive donations and for guests to choose VSE as their charity of choice when creating a fundraising page
  - b. payment methods to be clearly laid out and easy to use
  - c. confirm and advertise any tax benefits
3. join appropriate external networking organisations, such as Femmes de Europe
  - a. attend networking events
  - b. actively talk about chosen objectives and encourage donations
4. collate data on a monthly basis and submit short report to management team
5. create and implement short training staff session





## Proposed 2023 fundraising action list

This section is light on details, as activities for 2023 should be agreed by the Fundraising Team and VSE management. However, the principle tasks are to ensure that VSE implements fundraising activities which are easy to run and review, have a low impact on its 2023 budget, are not too time consuming, and which generate as much visibility as possible.

2023 should be seen as a year to carry out a 'soft sell' approach to fundraising: find out what works and what doesn't, look at how best to advertise fundraising objectives, monitor footfall, assess the use of social media platforms and their charitable tools, and create the VSE 'message'. The goal is to put together a viable fundraising package for 2024, which will form the basis of VSE's fundraising activities for the next 5 years.

# Tactics required to support fundraising activities



In addition to activating personal networks, choosing opportunities, creating plans, identifying promotional materials, evaluating events, and up-dating donors, the following key tactics should be kept in mind when carrying out these actions:

1. Tell VSE's story. What makes VSE special? Define key pitch elements and create an appealing narrative.
2. Create interest for potential donors. Use the webpage, print materials, social media, and in-person events to generate public interest in VSE's projects.
3. Make it easy for donors. Provide easy payment opportunities for potential donors: QR codes, bank details, Paypal, etc.
4. Utilise free online advertising. Google, LinkedIn, FB, etc. all offer support to registered charities.
5. Keep in touch. Even if potential donors are not able to make a gift at this time, keep them updated on VSE's activities. Hopefully, in the future, they'll be in a position to donate.
6. And again network! Tell colleagues, friends, family, neighbours, etc. about VSE's fundraising efforts.

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6. **And again network!** Tell colleagues, friends, family, neighbours, etc. about VSE's fundraising efforts.



# Sponsorship



Sponsorship should benefit both the sponsor and VSE. But sponsorship should also reward VSE's members, and civic society, both of whom are key to snagging the perfect sponsor and delivering a successful event.

It is not enough to simply hope that word of mouth will raise the profile of an organisation wishing to receive sponsorship; hard work in actively connecting with potential sponsors must be undertaken. Once contact has been made, more work is required in following up on, and maintaining, relationships. While it may be time consuming, ultimately such work will be rewarded. However, networking takes time to deliver consistent results and should not be seen as a short-term quick means of delivering sponsorship objectives.

Commercial networking in Brussels starts with reaching out to existing contacts and moving outwards from that point. Through constructive networking activities, VSE can raise its profile within the commercial community and raise interest in its sponsorship activities. Once a connection is made with a prospective sponsor, the VSE message should be presented; the message will be constructed with a view to connecting the organisation with VSE's mission and current fundraising objectives.

The asset analysis (see above) provides support for any exposure a sponsor's brand will receive from the partnership. Metrics drawn from social media analytics (impressions, engagement, and reach) are important and demonstrate whether VSE has a strong social following and high engagement with its content. Being able to use demographics to segment VSE's audience into valuable groups or to provide data on interests, etc. helps position a sponsorship pitch and determine how aligned VSE is with a potential sponsor.

Most external organisations will require a formal contract or MOU to be drafted before committing to a sponsorship partnership. Any such agreement must be made in accordance with VSE's Ethical Partnership Policy and Donations Policy.

# Sponsorship



The outreach and relationship building, required to attract major sponsors outside VSE's network, will take time and commitment and should be looked on as a longer-term project, which will include:

1. **Researching potential sponsors and reaching out to established companies.** Partner with companies that have a positive reputation, have built trust and can boost VSE's profile.
2. **Finding the right contact and building a connection.** A good relationship always starts with a strong foundation. Take time to get to know your potential sponsor and build a connection over shared values and concerns.
3. **Providing sponsor incentives.** Spell out what a sponsor would get out of the partnership (and how their visibility will be enhanced).

Examples include:

- Marketing and promotional security; displaying logos on all web and social media pages, on VSE materials, and during all VSE events
  - Branded videos
  - Social media content
  - Event goodies
4. **Using data to support VSE's pitch.** Data is everything. Audience insights should be featured in the pitch.
  5. **Following up.** Whether it's a problem of timing or funding, sometimes a 'no' is just a 'no for right now'. It's worthwhile keeping these contacts on hand to follow up with in the future.

# Annex 1: Budget Information as of 30.11.2022



## Promotional Printed Material

1. Brochures: Format open: A4/Format Closed: A5/Papertype: 135 gram mat paper/Folding: window fold/Print: R°V Quadri/Quantité: 500 ex/Price: € 118,35 excl. vat
2. Flyers: Format: A5/Print: R°V Quadri/Papertype: 135 gram mat paper/Quantité: 500 ex/Price: €58,29 excl. vat
3. Envelopes: Format: C5 229 x 162 mm/Print: R° Quadri/Paper: 80 gram offset/Closure: adhesive strip/Quantité: 500 Ex/Price: € 97,85 excl. vat
4. Posters: Format: A3/Print: R° Quadri/Papertype: 135 gram mat paper/Quantité: 50 ex/Price: €57,91 excl. vat

Prices valid for 7 days as of 30.11.2022, from Flyer.be

## Paypal costs:

Receiving domestic charity transactions: 1.7% + fixed fee @ 0.35 eurocents (different rates for different currencies: see attached document)

Receiving international charity transactions, as with domestic charity transactions plus additional %-based fee for international commercial transactions: EEA no fee, UK 1.29%, all other markets 1.99%



# Annex 1: Budget Information as of 30.11.2022



## Paypal QR code:

QR code is free to create and share, free for 'buyers' to use, but 'sellers' incur fixed fees for each QR code transactions (no information on whether charitable transactions incur these charges but must assume so).

Fees for transactions below 10.00 euros: 0.05 eurocents

Fees for transactions above 10.01 euros: 0.10 eurocents

ING Bank QR code may be generated through commercial services for use in billing customers: we could look into this as an option to using QR code from Paypal.

<https://developer.ing.com/api-marketplace/marketplace/01199464-4247-4770-8ab8-c3371052e9e5/documentation>

## Other materials:

Promotional items such as giveaways with VSE logo (use items already created/available through HQ office).

# Annex 1: Budget Information as of 30.11.2022



## Personnel:

Time (weekly): 1 dedicated staff member/volunteer, circa 8 hours per week, to follow up on tasks related to existing or new fundraising projects, ensuring materials are up to date and have been given to staff attending events or distributed across identified venues, and follow up on donations received with thank you emails and updates on projects donated to. Research fund donors, create introductions, and arrange meetings for appropriate staff. Post fundraising requests on social media and respond as necessary. All other staff to promote fundraising activities whenever they are at events on behalf of VSE. Staff should be provided with up to date information on current fundraising objectives and expectations.

# Annex 2: Example of VSE email introduction



## Who is VSE?

Victim Support Europe is the leading European umbrella organisation advocating for victims of crime, no matter what the crime, no matter who the victim. As a Brussels-based NGO, VSE currently represents 70 national member organisations that annually provide support and information services to over 2 million people affected by crime in 33 countries. We work at the highest levels with the EU, the UN, the Council of Europe, various global law enforcement agencies and organisations connected to Five Eyes projects, etc. VSE has worked in the field of victims' issues for 30 years.

## What do we do?

We work on behalf of all victims of all crime to encourage the implementation of, and increase public awareness of, victims' rights, especially those enshrined in law under the EU's Victims' Rights Directive.

We also provide training and capacity building support to our members and to external organisations with the aim of educating professionals and the public alike. We work with the law courts to endorse safe justice through projects such as Facility Dogs Europe. Our training programmes range from empathy in the workplace to identifying victims needing support to table-top exercises on emergency planning with handling the needs of victims as the central theme.

# Annex 2: Example of VSE email introduction



## Why should you be interested?

As anyone of us, our families, or our employees may fall victim to crime, we believe organisations that promote Corporate Social Responsibility will match our desire to ensure the rights and wellbeing of those affected by crime. Victims often struggle with the trauma associated with violent crimes such as human trafficking, domestic violence, sexual assault or terrorism.

Victims' rights - to information, free & confidential support, justice, protection, and compensation - enable the needs of victims to be addressed. Unfortunately, in many Member States, such rights are still not fully implemented; VSE works with its members to encourage national governments to apply these rights as per the EU Directive. However, we believe it is not just the purview of victims' rights organisations to support victims; employers, healthcare professionals, and educators as well as civic society members can all play a part as they interact with victims, knowingly or not, on a daily basis.

## Why am I reaching out to you?

We are currently inviting organisations to support our activities through in-kind assistance, one-off donations, or longer-term partnerships. We wish to initiate and develop relationships with organisations that have values similar to ours. We look to collaborate with partners in order to be able to advocate, promote, and educate. As an NGO we are reliant on EU grants to cover our administrative costs, leaving us little latitude to work on our own projects and therefore must look to others to help us achieve our aims.



# Annex 2: Example of VSE email introduction



## What next?

I would like to be able to formally meet with you to discuss what synergies there may be with VSE. In the meantime, if I can give you further information on our activities – which range from, but are not limited to, supporting victims on their journey to justice, ensuring that we are all prepared and resilient to trauma resulting from acts of mass violence, and the provision of comprehensive support – please don't hesitate to get in touch with me.

# Overview of VSE Capacity-Building Communications work in 2023: reactive approach

## 1. Staff exchange : Target date September – October 2023

Anticipated activities:

- Launch call for interest on topic
- Launch application
- Publish final report and feedback with focus on how did members benefit.

## 2. Centre of excellence

- Target for this year to focus on presentation and discussions for peer learning.
- Can provide report highlighting lessons learned by centre members by end of year.

## 3. Thematic Working Groups

- Working group on standards for 116-006 helplines
- Currently discussing working group on general victim support services
- Communicators Network - Marina
- Trainers networks – Lev / Sigal
- FYDO – Aleks / Lea

## 4. Internal launch of MMS engagement tracker

- Awaiting quotation for final changes from Charly, along with estimated delivery date

## 5. National meetings

- Considering Croatia, Slovenia, Slovakia, Hungary, Ireland, follow up Belgian meeting.
- Will be circulating an email amongst VSE members to see who we can support with a National Meeting in the coming days.

## 6. Standards and Accreditation

- Currently drafting proposal for short-, medium-, and long-term plan to present to Lev for approval
- APAV currently finalising their self-accreditation, with an aim to complete by March 2023. Will present achievements during AGM.

## 7. 3 workshops

1 for centre of excellence?

In-person workshops in Berlin?

## 8. 3 webinars

Members webinar for VRD revision – Lea

To liaise with Sigal?



# Comms Budget 2023



Budget heading	Name of Beneficiary	Workstream	Description of item Answer to the questions: Who and/or What ? [e.g.Functions/tasks in the project (Heading A); Estimated destination (Heading B); estimated depreciation (Heading C), etc]	Unit (days, flight, DSA, etc)	Amount per unit in EURO	Number of units	12.417,26	Person/Month
E	1. VSE	Workstream 5	Development and maintainance VSE website and intranet	Month		2,00	2.880,00	Charly
E	1. VSE	Workstream 5	VSE 2023 Annual Conference (website + registration form)			1,00	1.040,00	Charly
	1. VSE	Workstream 5	MMS modifications			1,00	640,00	Charly
			IONOS bills (domain names + hosting)				420,00	Charly
E	1. VSE	Workstream 5	10 Big Posters Schematic			1,00	25,00	Comms
			22 Feb event				2.208,41	Comms
E	1. VSE	Workstream 2	Printing: Safe Justice paper – 100 copies + infographic			1,00	1.000,00	Comms
E	1. VSE	Workstream 5	Printing: Model Provisions paper -100 copies+infographic			1,00	1.000,00	Comms
E	1. VSE	Workstream 5	Printing: VSE business cards			1,00	500,00	Comms
E	1. VSE	Workstream 5	Fundraising promo materials: PAM (brochures, flyers, posters, envelopes)			1,00	350,00	Comms
E	1. VSE	Workstream 5	Brussels Times - 1 article (June)-approved by Lev			1,00	2.100,00	Comms
	1. VSE	Workstream 5	Printing membership trifold			1,00	200,00	Comms
			Conference Badges (ordered by Sara)			150,00	53,85	Comms
	1. VSE	Workstream 5	Google Adwords and grants re-setup professional			1,00		Comms
						TOTAL:	12.417,26	

# How will members benefit from our work in 2023?

## Tools:

- **Social hub** – two-way communication with members, especially for the training academy and Victims' Rights Communicators network events
- The **Victims' Rights Communicators network** is launched for knowledge exchange and development of victim support experts in communications
- **Advocacy/campaign toolkits will be** shared to involve members in our advocacy actions
- New '**Opinion**' Section on the VSE's website to increase the exposure of members' expertise
- **Members' activities exposure** through VSE's Intranet, website, Newsletter, social media channels
- **Members' consultations** on campaigning in 2024 (Feb 22, 2024 joint action)
- **Members' contact information exposure** in the improved VSE's Interactive Map
- **Members' exposure** through the improved VSE's website SEO and indexing in Google Search
- **Members' to conduct workshops** at the VSE Annual Conference 2023





# How did members benefit from your current work?

## Events:

- Knowledge exchange at VSE's 'Victims' Rights Communicators Network' events
- Knowledge exchange at VSE's Annual Conference 2022 and 22 February Online Event 'Safe Justice for Victims of Crime'
- Members' exposure within VSE's awareness-raising week on Safe Justice linked to the European Day for Victims of Crime
- Members exposure within the information campaign around the launch of the 'Infovictims' and 'Model provisions' policy papers (event, social media, network of interest)
- Members' participation in the mapping of the upcoming VSE Annual Conferences in 2024-2030







# THANK YOU!

## COMMUNICATIONS TEAM

## VICTIM SUPPORT EUROPE

[www.victim-support.eu](http://www.victim-support.eu)  
[info@victimsupporteurope.eu](mailto:info@victimsupporteurope.eu)