# NCA Template

**Subtitle of event or document**

Date and/or time of event or publication

In the wake of the largest Leadership Conference ever, held virtually for the first time, and the SUCCESSFUL/UNSUCCESSFUL push for a fix to the Victims of Crime Act (VOCA) grant funding for CACs, NCA’s Communications and Media Relations Department has completed a year unlikely to be repeated. Yet, even as our communications and other departmental operations begin to “normalize,” the likelihood that the movement and the country will continue to see seismic shifts in the landscape, and therefore the messaging to respond to it, grows.

Particularly, as several promising vaccines appear to be headed to market, we see the potential both to an end to the pandemic and toward a false sense that the pandemic’s end will be immediate. These coming months may prove more complicated to navigate than even implementing the initial health and safety guidance we released at the outbreak. Yet it’s also an opportunity for NCA to stand as a voice of leadership both to its members and to the news media, and for CACs to stand as examples of expert care and good decision-making to their communities.

### Communications Support for VOCA Advocacy

Communications helped to support the major push to win support for a fix to VOCA within Congress as our top priority at the end of 2020. Diligent work alongside Fund Development, Membership, and other departments to engage in planning and execution for the virtual Leadership Conference and Year-End Appeal ahead of time allowed us capacity to be flexible for this all-hands-on-deck situation as the Crime Victims Fund that fuels VOCA grants is nearly exhausted.

A longshot op-ed submission to two outlets widely read on Capitol Hill, *POLITICO* and *CQ Roll Call* did not achieve publication, but the [same text shared on a powerful new platform in Medium](https://medium.com/@thuizar/this-program-to-serve-abused-kids-costs-taxpayers-nothing-e7df74d70a03) reached more than 1,200 advocates, serving as a template and a shared social media talking point. Meanwhile, we:

* activated the membership with drumbeat emails and social media resources to engage in advocacy efforts with their members of Congress;
* developed a VOCA Resource Page for our advocates to find the resources they needed to reach and sway their members; and
* engaged in the #Crisis4Victims social media campaign begun by the National District Attorneys Association and other partners, contributing a reach of more than 3,500 followers on Facebook and Twitter of the total 45,600 reached through the campaign by the hundreds of organizations participating.

### Media Coverage

### Podcast

* Upcoming Webinars
* Other announcements from the group

### Branding

* Debrief phase 1 of the CAC-military webinar series
* Ideas for increasing participation
* Planning for phase 2
* Phase 1, webinar 1 content
* Phase 2, webinars 2 and 3 content and presenters

### COVID Resources Update

* Group members share about CAC-military grant projects and other CAC-military collaboration

### Next Steps

**Next meeting**

October 14, 2020  
2:00 p.m. EDT

# Join online

Join Zoom Meeting: <https://zoom.us/j/703179414>   
PASSWORD: CACMIL

# Join by phone

+1 646 876 9923 US (New York)  
+1 408 638 0968 US (San Jose)  
+1 669 900 6833 US (San Jose)  
 Meeting ID: 703 179 414  
Please Note: If your computer is not equipped with a microphone, you must dial-in with your phone for audio in order to be unmuted on the call.