

PROTECTCVI: RAPID RESPONSE TOOLKIT



#PROTECTCVI: PROTECTING WHAT WORKS. EQUIPPING WHO LEADS.

Safety is measured by whether people feel safe, healthy, and hopeful in their daily lives.

ProtectCVI exists to **protect what works**: the frontline leaders, proven practices, and public policies that reduce harm and restore hope.

Federal resources can and have been instrumental when we investment in people, prevention, and partnerships that build trust, not tension.

This toolkit was created as a rapid-response guide for cities, organizations, and coalitions to **prepare, educate, and act** in moments of crisis or uncertainty. In preparation for potential federal agency deployment, or policy threats to CVI funding, this resource is here to help you move strategically, not reactively.

Inside, you'll find tools, messaging guidance, and collaboration tips designed to help you:

- Build a safety strategy that centers **community trust, not control**
- Develop **mutual standards of care and communication** between residents and institutions
- Empower residents with **Know Your Rights education and access to legal resources**
- Activate your local CVI ecosystem to **stand united, not scattered**

Rooted in a **comprehensive public safety ecosystem**, this toolkit ensures that residents are not just informed, but **involved** in deciding what safety looks like where they live. This is about power, not panic. Planning, not policing. **This is what protecting CVI means.**

COMMUNITY VIOLENCE INTERVENTION ISN'T A PROGRAM. IT'S PUBLIC SAFETY INFRASTRUCTURE

COMMUNITY CENTERED POSITIONING STATEMENTS FOR PROTECTCVI RAPID RESPONSE

1

Safety starts with community, not control.

We believe that public safety is built through trust, relationships, and resources, not through fear or force. We acknowledge the presence of federal agencies, but we center our safety strategies in community-led prevention, not militarized response.

Community organizations have trust and understand the needs of our communities, they will remain an integral part of our rapid response strategy to ensure safety of the streets of our city.

2

These are uncertain and frightening times, but what is NOT UNCERTAIN is that we lead with clarity, care, and community.

We understand the concern and fear that comes with increased enforcement or federal agency deployment. That's why we're equipping our communities with education, resources, and tools to stay safe, informed, and empowered.

3

Know your rights. Use your voice.

Education is protection. We are committed to ensuring every community member knows their rights and feels confident navigating these complex situations. From legal support to mental health resources, we're standing in the gap.

4

Respect and restraint are required on all sides.

Public safety must include mutual agreements for peace and understanding. We expect local, state, and federal enforcement agencies treat our communities with dignity, and we urge our community members to stay informed, united, and focused on safety.

MEDIA ENGAGEMENT

- **Prioritize Local Outlets:** Pitch to neighborhood radio, Black press, Spanish-language outlets, and faith-based media.
- **Story Placement:** Push human-centered stories featuring survivors, frontline workers, and youth leaders.
- **Media Briefs:** Equip local orgs with a shared media kit (talk points, fact sheets, bios of frontline leaders).
- **Rapid Response:** Identify 3–5 designated spokespeople per city who are ready for quick interviews.

DIGITAL INFLUENCER ENGAGEMENT

- **Community First:** Feature frontline workers, youth, and survivors in Instagram Live series, short TikTok videos, and reels.
- **National Amplifiers:** Engage entertainers, athletes, and cultural figures to repost grassroots content instead of creating separate narratives.
- **Influencer Partnerships:** Curate a “Protect CVI Digital Allies List” of 20–30 trusted partners (artists, athletes, community figures) who can amplify campaign calls-to-action.
- **Faith & Culture Leaders:** Tap trusted clergy and cultural workers for narrative credibility and reach.

CAMPAIGN TACTICS

- **Weekly Hashtag Storms:** Align posts across cities using #ProtectCVI, #CVIWorks, and #CommunitiesDeserveSafety.
- **Reels/Shorts:** Quick 30-second clips: “Why I Protect CVI” featuring young leaders, violence survivors, and outreach workers.
- **Influencer Takeovers:** Rotate young leader and frontline leaders hosting IG Lives, joined by a regional or national celebrity ally.
- **Media Moments:** Pair every press release or legal update with 2–3 community-centered social posts.

30-60-90 DAY RAPID RESPONSE

IMMEDIATE – WITHIN 30 DAYS

7-14 Days

- **Convene community violence intervention and street outreach organizations for response briefings:**
 - Add rapid risk mapping of neighborhoods most impacted or at-risk for over-policing and trauma.
 - Identify faith-based leaders and barbershop/salon/community anchors to include in ecosystem activation.
 - Include a weekly messaging sync with comms leads across orgs to stay consistent and responsive.
 - Connect with national partners for supports
- **Legal Strategy**
 - Identify legal partners and advocacy groups that can provide legal training and messaging
 - Translate Know Your Rights content into multiple languages for accessibility.
 - Distribute audio/video versions for low-literacy or street outreach scenarios.
 - Share a QR code kit linking to real-time resources and rights videos.
- **Mobilization planning to educate communications**
 - Add opportunities for young leaders to engage and use their voice (via internships or stipends) to support capturing street narratives and pushing peer-to-peer info. Opportunities can include events, social media outreach, and community engagement.)
 - Launch a local and community-led education series. Short digital videos to demystify legal rights, produced locally.
 - Build out communal safety pledges for schools, rec centers, and churches to post/display visibly.



30-60-90 DAY RAPID RESPONSE

IMMEDIATE – WITHIN 30 DAYS

14-30 Days

Legal Presence:

- Develop an on-demand legal response network or hotline for outreach teams and residents.
- Train selected outreach workers as Legal Navigators for first contact until lawyers arrive.
- Host legal pop-ups in local businesses and barbershops.

Know Your Rights Training:

- In-person training are available to be facilitated by Community Violence Legal Network
 - Training audience: CVI partners, outreach workers, and young leaders
- Virtual Train-the-Trainer format to equip CVI orgs with shareable legal guidance, a connection to accurate legal information to disburse

Key Topics:

- What to say if stopped by law enforcement
- Recording laws in your jurisdiction
- Legal support resources to access immediately

Create & Amplify Local Protection Campaign:

- Align Protect CVI messaging to support safety, awareness, and legal rights
- Strategy session with ecosystem on vulnerable populations/ strengthening public will in this season/ supporting an actionable plan for 90 days
- Distribute digital assets to CVI network (informed by Community Violence Legal Network)
- Encourage all orgs to include legal rights briefings in upcoming meetings

Resource Directory:

- Begin compiling CVI program directory for local resources (legal services, safe spaces, neighborhood-based contacts, zones)
- Include legal aid, trauma recovery, youth programs, reentry services

Public Community Rallies:

- CVI Voices from the Field
- Topics include legal rights, youth safety, healing in crisis, and frontline response
- Hosted by local leaders

30-60-90 DAY RAPID RESPONSE



SHORT TERM – 45 – 60 DAYS

Resource Directory:

- Continue updating resource directory with need-specific resources that continue to arise based on real-time updates from the ground. This should be informed by community-led orgs.

Healing & Mental Health:

- Identify trauma support providers for youth and outreach teams
- Recommend orgs like The HAVI and local therapists for ground response
- Incorporate mental wellness check-ins in ongoing weekly convenings

Legal Presence & Access:

- Coordinate with CVLN to place lawyers on-site at high-risk zones
- Ensure CVI teams have immediate access to legal referrals
- Share simplified legal info cards (print + digital)



LONG TERM – 90 DAYS+

Sustained Infrastructure & Support:

- Formalize weekly convening structure with rotating facilitation
- Coordinate with national orgs to support your jurisdiction beyond emergency period
- Fundraise for local-specific CVI capacity-building (staffing, supplies, healing)
- Embed young leader policy fellows in city hall or with CVI orgs to learn + influence from inside



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