

A PARTNERSHIP BETWEEN:



IDENTITY THEFT RESOURCE CENTER



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This toolkit was produced by the Identity Theft Resource Center, under award #2016-XV-GX-K004, awarded by the Office for Victims of Crime, Office of Justice Programs, U.S. Department of Justice. The opinions, findings, and conclusions or recommendations expressed in this document are those of the contributors and do not necessarily represent the official position or policies of the U.S. Department of Justice.

## Introduction

Identity crime is a growing problem that is constantly evolving. In 2019 the Federal Trade Commission (FTC) received 1.7 million fraud reports and 650k identity theft reports (FTC Consumer Sentinel Network, 2019). This is a 13% increase in fraud reports and a 32% increase in identity theft reports from 2018. Even more concerning is the fact that the number of reports submitted to the FTC are only a fraction of those who are victimized, according to Javelin's 2019 Identity Fraud Study. Identity crime impacted 14.4 million Americans last year. (Javelin Strategy & Research, 2019 Identity Fraud Study).



The National Identity Theft Victims Assistance Network (NITVAN) was established in 2010 with funding from the U.S. Department of Justice, Office of Justice Programs, Office for Victims of Crime, through the Crime Victims Fund. The goal of the project is to expand and improve the outreach and capacity of victim service programs to better address the rights and needs of victims of identity theft and cybercrime nationwide by establishing collaborative regional, statewide, and community-based coalitions. NITVAN currently consists of 14 regional and state identity theft coalitions across the continental United States.

The NITVAN Identity Theft Coalition Building Toolkit is the culmination of a four-year multi-agency collaboration. This toolkit has been developed as a comprehensive guide to build the capacity of service providers, advocates, and allied professionals to better address the rights and needs of identity theft victims via coalition building. It is our hope that the information provided regarding how to start a coalition, building capacity, resource sharing, and sustainability will empower organizations nationwide to collaborate to help victims of identity theft.

# **Acknowledgments**

The Identity Theft Resource Center (ITRC) would like to thank the following organizations for their contributions:

- » National Center for Victims of Crime (NCVC)
- » Office for Victims of Crime Training and Technical Assistance Center (OVC TTAC)
- » Massachusetts Attorney General's Office (MAAG) The Massachusetts Elder Identity Theft Coalition
- » Texas RioGrande Legal Aid Texas Coalition on Coerced Debt
- » Texas Council on Family Violence Texas Coalition on Coerced Debt
- » Minnesota Alliance on Crime Minnesota Identity Theft and Cybercrime Information and Resource Network (MITCIRN)
- » Elder Law of Michigan (ELM) Michigan Older Adults Identity Theft Victims Coalition
- » Iowa Organization for Victim Assistance (IOVA) Iowa Identity Theft Victim Assistance Coalition
- » Cybercrime Support Network (CSN) Cybercrime Support Network of West Michigan
- » National Cybersecurity Society (NCSS)
- » Vera House, Inc. Onondaga County Elder Identity Theft Coalition (OCEITC)»
- » Georgia Watch Georgia Identity Theft & Cybercrime Coalition (GITCC)
- » WomenSpirit Coalition Indigenous Crime Victim Services Referral and Resource Center (ICVSRRC)























# **Coalition Building**

The following steps are written with the assumption that a coalition is being built by a lead agency or lead agencies who are already formally established and operating under a corporate, government, or nonprofit structure. Before starting a coalition, the basic framework for the coalition needs to be created and documented. To determine the framework, start by answering the following questions:

## What are the specific needs of identity theft victims in your service area?

To identify the needs of identity theft victims within the organization's service area, it is a good idea to conduct a SWOT Analysis to determine the strengths, weaknesses, opportunities and threats that will impact the coalition.

The Center for Community Health and Development created a **Community Tool Box** that offers a detailed explanation about what a SWOT analysis is and how to perform one.

A gap analysis and/or needs assessment may be helpful to ensure the needs of the community are being met. While members may be able to identify some gaps, a formal, structured gap analysis and/or needs assessment should be considered.

The <u>Massachusetts Elder Identity Theft Coalition</u> drafted a short survey that can be used as a template to assess member needs.

ITRC created an **initial assessment** for the lead agencies to identify the desired focus and areas of interest for their coalition, providing initial feedback on what the coalition activities should focus on and in what order, as well as identifying potential areas of engagement. This can be used as a template to conduct assessments with coalition members.

## Goals, Activities and Outcomes

Strategic planning establishes overall goals and provides direction for achieving those goals. Once goals are established, a timeline should be developed to formalize the plan to meet these goals. The timeline should clearly identify the activities and deliverables to achieve goals, and the anticipated time frame, with progress benchmarks, to complete each activity/deliverable. As goals should be measurable, regular assessments and/or evaluation of coalition efforts will help to determine whether goals are being met. Organizations that are sustainable typically achieve most of their goals.

NITVAN Coalitions **CSN** and **MAAG** developed documents specific to their goals and timelines.

A logic model is another good tool for communicating and carrying out coalition goals, activities and expected outcomes. The logic **model developed by ITRC** provides an overview of the scope of work being conducted for the NITVAN grant project, and helped to focus the activities to be accomplished to fulfill objectives and produce the desired impact. A logic model should include project goals, objectives, the activities supporting the objectives and creating output, the expected outcome (results), and the overall sustaining impact of the project.

## What is the coalition's mission and vision? How do these guide serving victims of identity theft?

The mission and vision statements serve as a roadmap for the coalition. The mission statement should communicate the reason for creating the coalition and the plan to serve stakeholders. The vision statement should convey the aspirations of the coalition and what it's seeking to accomplish in creating the coalition.

The Office for Victims of Crime (OVC) has developed a tool under its OVC-TTAC Strategic Planning Toolkit to help with what they have identified as **guiding statements** to help with developing mission and vision statements.



Although coalitions are collaborative by nature, it is helpful to identify a lead agency that will operate as the main organizer and point of contact. It is essential that the lead agency has the capacity and resources needed to effectively support the development and operation of a coalition. Strategic membership recruitment is vital to the success of a coalition. Consider the important stakeholders in the service area who may work with victims of identity theft. Once an invitation list has been finalized, put together a formal invitation to send to potential members that includes: (1) basic information about the lead organization and the coalition, (2) coalition goals, (3) expectations for member participation, (4) why the invitee is a good fit, and (5) instructions for next steps if the recipient is interested.

The following examples were developed under the NITVAN program:

- » MAAG: Membership outreach, email template
- » MITCIRN: Membership Invite
- » NCSS: Coalition Invitation Letter Draft

## What are the roles and responsibilities of the coalition members?

It is common for coalitions to have a chair, a vice chair and a treasurer/secretary (this last role may be split between two different people). Sometimes coalitions establish working groups, and have a chair and/or vice chair within each working group. It is important to clearly identify the roles and responsibilities of all official positions.

Forming working groups, or committees, can be an effective way to tackle challenging issues or projects and engage coalition members with specific subject matter knowledge. Committees can also



provide a logical way to divide a larger group into smaller, more manageable groups, as it is usually easier for a small group of people to complete action items. Assign **committee chairs** who will be responsible for delegating tasks and reporting progress to the greater coalition. The MITCIRN coalition established a Victim Services Committee, as well as a Community Outreach Committee, and developed a guide for its committee chairs.

The backbone of the coalition is relationships that are built between members and key partners. Having a strong working relationship with all relevant community sectors is key to ensuring that all stakeholders are engaged in the coalition's work. When working with victims of identity theft, collaborations between victim service providers, law enforcement, and other professionals working with crime victims are vital in taking a holistic approach to assisting victims.

# **Engagement and Training**

Successful coalition member engagement will ensure the momentum of the coalition continues forward in a positive and meaningful way. Training, for both coalition members and the communities the coalition is serving, is key to a successful coalition and allows a coalition to provide direct, positive impact.

## Host Meaningful Meetings

One of the most important tasks of a coalition leader is to ensure that meetings are organized, strategic, inclusive and efficient. Start with finding a meeting venue that is central to all participants. Ensure that it has the proper capacity and room configuration and that it meets any technological needs that may be necessary, including providing a teleconference option for those who cannot attend in person. Meeting in person is preferable as it will allow for greater collaboration and more robust discussions.

Think about the goals you have for each meeting and construct the agenda around those goals. The first coalition meeting should include an introduction of attendees, the organizations that are involved, a reiteration of why the coalition was formed, and the goals for the coalition. Distribute a copy of the agenda to attendees at least one day prior to the meeting, giving them time to prepare.

Meeting roles should be determined prior to the day of the meeting. One person should be the primary facilitator; they will make sure discussion is on-topic and all agenda items are covered.

Another person, preferably someone not directly involved with coalition efforts, should take meeting minutes so all members can actively participate. Distribute notes to all attendees after the meeting. After all agenda items have been discussed, the facilitator should reiterate all action items, who will be completing them, and in what timeframe. Consider setting a date and time for the next meeting while you have participants in the same room.

The following agendas were created under NITVAN and can be used to generate ideas for your

coalition:

- » MAAG: Coalition Launch Meeting Agenda and Activities
- » MITCIRN: Coalition Partner 1st

  Meeting Agenda
- » ELM: Training & Coalition
  Introduction PPT
- » CSN: Stakeholder Meeting Slides



# Internal Training:

## Mentorship

A good way to build capacity within your coalition is through a mentorship program between members experienced in identity crime victim services and members who need to enhance their identity theft skillset. Mentorship encourages relationship building and resource sharing among members, thereby strengthening your coalition network while enhancing its victim services capacity.

The ITRC developed a mentorship program for the NITVAN coalition leaders, with the goal of strengthening the coalition leader organizations' capacity to develop and direct an identity theft



and/or cybercrime coalition. The role of the mentors was to provide one-on-one guidance in developing and implementing coalition activities, assessing and overcoming obstacles with coalition building, and to share knowledge, experiences and best practices. Below is a breakdown of the program, with materials that can be modified to develop a member-to-member mentorship program using the coalition leader mentorship program as a model.

### » NITVAN Mentorship Program

An outline of the program that includes goals, program duration, program activities, expectations for mentors and mentees, program coordination, and end of program assessment.

#### » Mentor Recruitment Packet

ITRC's program includes several documents used for competitively selecting the mentor pool. Documents include an application, interview template, a professional reference questionnaire, and a review checklist.

#### » Mentor Orientation Packet

The packet includes a program overview, calendar of events, roles and responsibilities, and guidelines and best practices for effective mentoring pulled from various sources.

#### » Mentee Orientation Packet

The packet includes a program overview, calendar of events, roles and responsibilities, best practices for building a productive mentor-mentee relationship, a first meeting checklist, and an action plan template pulled from various sources.

## External Training and

## **Technical Assistance**

Building the capacity of coalition members can also be done through a Training & Technical Assistance (TTA) program. The program can include requests such as training about specific content (e.g. identity theft, financial exploitation, considerations for special populations, etc.), developing presentations and other outreach materials, or creating an intake process for identifying and assisting victims. Having an open channel of communication where coalition members can request assistance and support is imperative for building their capacity to serve the community and close the gaps in services available to victims.

Identify the needs of coalition members and who within the coalition, or potentially outside of it, can fulfill them. Use the coalition's network to identify experts in the service area and determine what resources may be needed (payment for consultation, recognition, etc.) in order to secure a trainer. There may be multiple experts in one area but few in another; in some cases, you may need to invite new coalition members to fill a necessary gap in services that the coalition cannot provide.

Create a TTA form for coalition members that is submitted to a TTA Committee, coalition leader or another designated individual. The form can be a simple document that can be mailed or emailed, a web submission, or any other format that will facilitate the processing of the request. When collecting requests, make sure to capture the following: (1) coalition member name, (2) date request made, (3) date TTA should be completed, (4) TTA request details, and (5) the number of recipients needing the training/ assistance. Create a tracking system for member requests,

indicating when they are both received and completed. This keeps track of how members are utilizing coalition resources and gives members the opportunity to identify potential patterns and/ or gaps in services within the service region.

After the TTA has been completed, ask for feedback from the TTA provider as well as from the coalition member(s) that received assistance. Create a standardized feedback form for the TTA provider as well as the coalition member(s). This allows feedback from both perspectives, trainer and trainee, and gives the coalition an opportunity to identify the strengths and weaknesses of its TTA program so modifications can be made as needed to ensure that needs are being met. ITRC created a **member assessment and feedback** form that can be used or modified for TTA programs.

## General Identity Theft Training

## Curriculum/Resources

There are a multitude of resources specific to identity theft that are readily available, including PowerPoint presentations, fact sheets, handouts, flyers, and pre- and post-training assessments. The curriculum and resources that are developed should be specific to the coalition's assessed needs. Luckily, there is no need to reinvent the wheel – presentations and materials created by various NITVAN-funded identity theft coalitions have been included here and can be used as templates or resources.

#### MAAG: ID Theft & Scams Prevention Victim Outreach PPT

Identity theft, scams and data breaches with information on what to do if an individual's identity was stolen and how to avoid victimization.

### **MITCIRN: Identity Theft Advocacy 101**

Understanding the victim impact of identity theft and resources that are available to address it.

#### **IOVA: The Future of ID Theft**

The history of identity theft, laws related to identity theft, and what identity theft may look like in the future.

#### **CSN: 5 Steps to Securing Your Online Life**

Identifying important devices/data/accounts, protecting what a consumer does online, detecting when something goes wrong, responding to fix the issue, and recovering from a loss.

#### **IOVA: ID Theft Victim Handout**

Two-page handout with action steps for those who have fallen victim to identity theft, and a list of both local and federal referrals.

#### **MITCIRN: LEO Post It Hand Outs**

A post-it card created for patrol officers that provides a quick and concise resource for law enforcement out in the field to help victims and identify next steps in mitigating the identity crimes perpetrated against them.

#### GITCC: Protection from Identity Theft and Cybercrime - Scams & ID Theft

Training curriculum focusing on scams and identity theft for service providers, law enforcement, and community educators.

# GITCC: Protection from Identity Theft and Cybercrime - Predatory Lending, Scams & ID Theft

Training curriculum focusing on predatory lending, scams, and identity theft.

## GITCC: Protecting Yourself from Scams and Identity Theft

A bookmark providing information on protecting against falling for a scam and identity theft victimization.

### GITCC: What to Do if Your Identity was Stolen

An information card that provides next step instructions as an immediate response to being a victim of identity theft.

## **IDENTITY THEFT RESOURCES**

## FOR SPECIAL POPULATIONS

## Elderly/Senior Citizens

#### MAAG: Elder Scams & ID Theft PPT

Presentation on common scams targeting older adults and how to avoid those scams.

# MAAG: Advocate ID Theft Training for Elder Victims PPT

Presentation on the advocate's role in assisting older adults with prevention and recovery, how to educate older adults about protecting their identity, and recognizing signs that may indicate identity theft.



## **IOVA: Collaborative Responses to Elder Financial Exploitation**

Presentation on forms of elder financial exploitation, why older victims are targeted, considerations when advocating for older adults, collaborative community responses, and holistic case management through multidisciplinary teams.

## OCEITC: Identity Theft, Scams and Financial Exploitation of Older Adults PPT

Presentation on identity theft and financial exploitation, common scams what to do if you are a victim, how to protect against victimization, and available resources.

## **OCEITC: Identity Theft and Scams Decision Tree**

A flowchart assisting victim advocates on how to provide aid to an older adult suspected of being a victim of identity theft, scams, or financial exploitation. This also includes a resource list.

## Domestic Violence

#### **TRLA: Coerced Debt Toolkit**

This toolkit provides information and resources to address identity theft for survivors of financial abuse, within the context of intimate partner violence and domestic violence.

#### Children

#### IOVA: ID Theft & Children

Presentation on identity theft that victimizes children, with information on warning signs, repairing the damage, and limiting the risk.

#### **Business**

### **NCSS: Business ID Theft Report**

A report on business identity theft in the U.S., including types of business identity theft, identity management challenges, resources, common vulnerabilities, and recommendations.

## NCSS: Business Identity Theft Victim Resource Sheet

Provides a list of action steps to take when the victim experiences financial fraud or tax fraud and resources available to mitigate the situation.

#### Law Enforcement

OCEITC: Presentations broken down into <u>four modules</u> about identity theft, scams, and financial exploitation of older adults tailored to law enforcement professionals.

## Group Training: Pre/Post Assessments

Pre and post-training assessments are an important tool to use in gauging the effectiveness of any group training or assistance provided to coalition members. These evaluations can also help to identify further training interests of the training participants. Below are some examples of assessments created and used by various coalitions:

- » MAAG: Advocate Training Post Survey Template
- » ITCC: General Evaluation Pre-Training Survey
- » GITCC: Protection from Identity Theft and Cybercrime (Corresponds to the GITCC PPT.)
- » OCEITC: Law Enforcement Post Training Survey (Corresponds with the law enforcement training modules.)

# **Outreach/Communication**

Media can be a powerful tool to engage the community, highlight the coalition's impact within its service area, and garner recognition for its efforts.

## Media Relations

Use existing media contacts – and cultivate new ones – to help spread awareness about the coalition.

Press releases are an effective way to engage with media contacts and news organizations. Press releases, such as those created by coalitions and listed below, allow the coalition to share information about coalition-led activities:

- » NCSS: Coalition Formation Announcement
- » MITCIRN: Coalition Formation Announcement
- » NCSS: Information on Business ID Theft and Research Report Release

## Websites

If the lead agency for the coalition has an established website, it can be easy to add additional webpages to house available resources for and information about the coalition. Start with a landing page, especially during the development stages of a coalition, so viewers know there is more to come. As the coalition evolves and increases bandwidth, discuss the viability of developing a separate website for the coalition with partners and members

**MITCIRN** created a landing page on the lead agency's website with resources for both victims and service providers. The webpage also contains general information on the coalition, contact information, and upcoming events.

<u>Iowa Identity Theft Victim Assistance</u> also created a landing page on the lead agency's website. The webpage includes contact information for the coalition, with links to member resources, consumer information, and identity theft in the news.

## Social Media

Social media can be a powerful tool to reach and engage the public. In order to utilize social media effectively, identify target audience (victims, service providers and advocates, law enforcement, etc.) and ensure that the message is tailored to their needs. Developing a social media plan will allow for mapping out the content that should be created, allowing coordination of content and materials in advance with stakeholders and coalition members and their respective social media pages. Analyze the impact of the message by collecting



analytics on the reach of posts and effectiveness of messaging. ITRC developed the following templates that can be used to develop a social media plan and to analyze the reach and impact of social media accounts:

- » Template Social Media Plan
- » Social Media Analytics Template

Facebook is a common social media platform and was utilized by NITVAN coalitions **IOVA** and **NCSS**.

## Newsletters

Newsletters allow information to be disseminated to the coalition members and the communities it serves on a consistent basis. Include information on past achievements, upcoming coalition activities, available services, and training events.

MITCIRN created Coalition <u>Member E-Newsletters</u> that included an introduction message, identity theft in the news, upcoming events, committee activities, and coalition updates.

IOVA created newsletters specific to certain types of identity theft, including a **Child ID Theft** newsletter and **Synthetic ID Theft** newsletter.

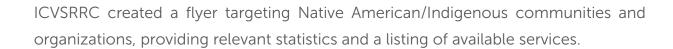
## Flyers

Flyers are a great way to provide information about your coalition and the services being offered.

Flyers can be circulated via print at local community events or at conferences, or sent digitally via

an email blast or posted on a local bulletin board.

OCEITC created two flyers for presentations/training for victims and community organizations, and one for victim advocate/professional training.



# Sustainability

All organizations, whether it be a for-profit, non-profit, or coalition, must consider sustainability in order to continue their mission and efforts far into the future. This section highlights key activities in which the coalition can engage to set realistic expectations of continuing the work and creating long-term impact with stakeholders and the community being served.

## **EVALUATION**

The coalition staff of MITCIRN partnered with a local consultant to conduct sustainability planning and shared some of their efforts from that process as an example; they strongly recommend that all coalitions who wish to engage in serious sustainability discussions hire a consultant to help with facilitating the evaluation and planning process. Below are some of their efforts from that process as an example:

- » MTCIRN Sustainability Plan Proposal
- » Coalition Member Workshop: Scenario Planning

## **Ongoing Participation**

Coalitions who have well-attended, regularly scheduled meetings, communications and events tend to have greater success in sustaining their efforts. Many times, the hardest part of coalition efforts is getting participants to commit – once the commitment has been made, keeping the momentum is easier. Ensure that events are on everyone's calendar and attendance has been confirmed.

Communication regarding coalition efforts should be sent regularly. If coalition members miss a meeting or event, make a point to schedule a follow up call or email to inform them about what happened and what they can expect for upcoming commitments. The more that the coalition's membership and its activities is ingrained into the regular fabric of its stakeholders and community, the greater chance for success. People will seek to work around scheduling conflicts rather than having to work events around other's calendars.

## Sustainable Funding

Sustainable funding can elude even the most successful coalition. The first question to ask is whether or not funding is truly needed for coalition efforts. Can donations of time, talent, services, and the like suffice to move coalition efforts forward? If the answer is no, then further considerations need to be taken into account before pursuing funding to sustain coalition efforts.



The structure of the coalition will determine some

of the funding needs – is the coalition its own legal entity, or a group of individuals working in collaboration with support of their organizations? Funding a separate entity presents larger challenges than a collaborative effort. Who will be responsible for leadership, compliance requirements, securing and managing funding sources, etc.? Defining the fundraising role, and who fills it, is key. Will this be managed by the coalition leader organization/chair directly, the leadership and/or staff if it is a legal entity, or a committee within the coalition?

The next step is identifying the appropriate funding sources that fit the coalition's mission, values, and victim services. Below are potential funding sources that a coalition can consider:

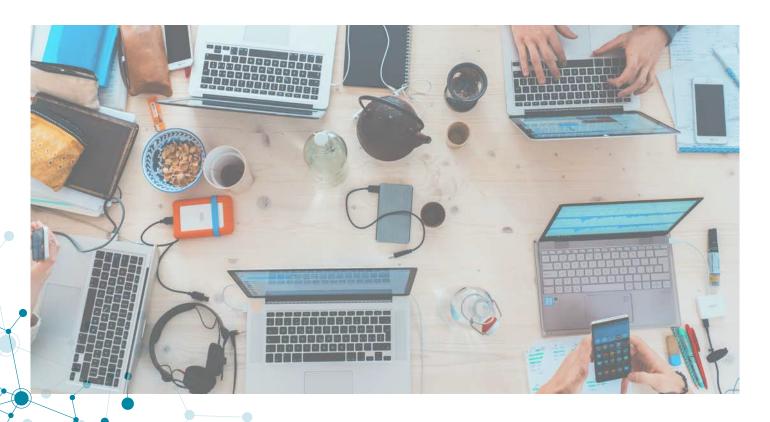
- » State VOCA (Victims of Crime Act) Grant Funding
- » Federal Grants

- » Fundraising Campaigns
- » Corporate/Foundation Grants
- » Sponsorships

Once the appropriate funding avenues have been identified, the committee/staff responsible should develop an action plan to solicit and secure the desired funding. The action plan should include the funding sources being pursued, any requirements for the funding sources, deadlines, and a submission/solicitation process. It is recommended to keep copious documentation on funding efforts in order to ensure state and federal compliance.

The ability to demonstrate adequate capacity to manage funding and the ability to complete the services/projects as proposed, with data to support the program/services impact (i.e. number of victims served, number of times information/resources is accessed by the public, capacity building through training), is crucial to continuous funding that will support coalition efforts in perpetuity.

A coalition will have the opportunity to sustain efforts beyond the first year of inception if consideration is given to the available skillset and strengths existing within its membership, time is dedicated to researching and applying for available funding, and program/services data is consistently documented and publicly accessible to demonstrate efficacy and to potential partners, funders, and members.





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