

LUV INSTITUTE

MESSAGE FRAMEWORK AT A GLANCE

For nearly fifteen years, LUV has been stitching resilience into the lives of Chicago's young people. Grant Park was not the beginning of that story. It was the moment Chicago got to see it.

THE MESSAGE HIERARCHY

1 • Deepest Truth

Broken things do not have to stay broken.

2 • Organizational Truth

LUV helps trauma-impacted young people build resilience.

3 • Public Proof

Grant Park showed Chicago what LUV has been building for nearly fifteen years.

4 • The Symbol

A stitched heart named Resilient.

5 • The Invitation

Choose LUV. Build resilience.

THE REPEATABLE FORMULA

1. Name the public moment

2. Reframe the story

3. Name the deeper work

4. Use the symbol

5. Invite action

THE MESSAGE SYSTEM

Campaign Line

Resilience Wins.

Call to Action

Choose LUV. Build resilience.

Social Line

Hate showed up. Resilience answered.

Donor Invitation

Help stitch resilience into Chicago's future.