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ACTIVATION TOOLKIT

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## Board Talking Points Toolkit

Prepared for LUV Institute

**by ClickLoop Digital**

July 2026 · Companion to the Brand Messaging Framework

**QUICK START**

## **If You're Asked About LUV Tonight**

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*The one line to open with and the one ask to close with. The 30- and 60-second versions follow for when you have more time.*

**OPENING LINE** For nearly fifteen years, LUV has been stitching resilience into the lives of Chicago's young people. Grant Park was the moment Chicago got to see it.

**THE ASK** Help open doors to donors, sponsors, media contacts, civic leaders, faith leaders, corporate partners, and community allies.

**MESSAGE RULE** Repeat one clear message: LUV builds resilience. Grant Park made that work visible.

*Full 30-second and 60-second versions, plus a ready-to-send email/text intro, are on the following pages.*

## RESILIENCE WINS **Talking Points & Outreach**

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### **Board Member Opening Line**

*For nearly fifteen years, LUV has been stitching resilience into the lives of Chicago's young people. Grant Park was the moment Chicago got to see it.*

### **30-Second Version**

LUV Institute helps trauma-impacted young people build resilience through restorative practice, social-emotional learning, mentorship, and hands-on career training.

When hate appeared in Grant Park, LUV responded with a stitched heart named Resilient. But that response did not come out of nowhere. It was a public expression of what LUV has been building for nearly fifteen years.

The message is simple: broken things do not have to stay broken.

### **60-Second Version**

When hate appeared in Grant Park, LUV showed Chicago what resilience looks like.

A stitched heart named Resilient was placed where hate tried to leave its mark. But that heart was not just a response. It was the mission made visible.

For nearly fifteen years, LUV has helped trauma-impacted young people build emotional strength, practical skills, confidence, and career pathways, with an 87% job placement rate to show for it.

The heart was stitched because healing is part of the story. That is what LUV does every day. It helps young people build a future beyond what hurt them.

### **Proof Points to Cite**

*Use the one-liner. Use these numbers. Don't freelance the message.*

- 3,200 students served.
- 87% job placement rate.
- 72% four-month job retention rate.
- Grant funding from the NBA Foundation.
- Featured by NBC5, ABC7, WGN9, and AP, without LUV spending a dollar to get there.

### **Board Member Ask**

We are asking board members to help protect and repeat one clear message:

**LUV builds resilience.**

**Grant Park made that work visible.**

**Now we need to turn attention into action.**

That means opening doors to donors, sponsors, media contacts, civic leaders, faith leaders, corporate partners, and community allies who can help carry the work forward.

## **Board Email / Intro Copy**

I wanted to share LUV Institute's work with you because this is a powerful moment for the organization and for Chicago.

When hate appeared in Grant Park, LUV responded with a stitched heart named Resilient. But that response was not separate from LUV's mission. It was the mission made visible.

For nearly fifteen years, LUV has helped trauma-impacted young people build resilience through restorative practice, social-emotional learning, mentorship, and hands-on career training.

LUV's work is rooted in a simple belief:

***Broken things do not have to stay broken.***

I would love to introduce you to the team and share how you might help support this next chapter.