

LUV INSTITUTE

LOVE · UNITY · VALUES

ACTIVATION TOOLKIT

Donor Deck Toolkit

Prepared for LUV Institute

by ClickLoop Digital

July 2026 · Companion to the Brand Messaging Framework

QUICK START

If You're Building Slides Today

The deck title and the three slides that carry the whole pitch. Full slide-by-slide headline and copy follows.

DECK TITLE **Resilience Wins: How LUV Institute Is Stitching Resilience Into Chicago's Future.**

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

THE ASK (CLOSING SLIDE) **Choose LUV. Build resilience.**

WHY NOW **The cameras will leave. The work will not.**

Sequence: Opening → Public Moment → Deeper Story → Problem → Method → Transformation → Proof → Why Now → Opportunity → Invitation.

RESILIENCE WINS **Deck Title & Slide Copy**

Deck Title:

Resilience Wins: How LUV Institute Is Stitching Resilience Into Chicago's Future

Slide 1: Opening

HEADLINE

Broken things do not have to stay broken.

COPY

For nearly fifteen years, LUV Institute has helped trauma-impacted young people build resilience, confidence, skills, and pathways into college, careers, and life.

Slide 2: The Public Moment

HEADLINE

When hate appeared in Grant Park, Chicago saw LUV.

COPY

A stitched heart named Resilient was placed where hate tried to leave its mark.

To many, it was a beautiful response. To LUV, it was fifteen years of work made visible.

Slide 3: The Deeper Story

HEADLINE

Grant Park did not create the story. It revealed it.

COPY

LUV has been teaching young people for nearly fifteen years that pain does not get the final word.

The heart was not separate from the mission. It was the mission made visible.

Slide 4: The Problem

HEADLINE

Too many young people are told their trauma gets to write the ending.

COPY

Trauma can shape how young people see themselves, their future, their relationships, and their opportunities.

Without support, pain can become identity. LUV exists to interrupt that cycle.

Slide 5: The LUV Method

HEADLINE

Resilience can be built.

COPY

LUV combines restorative practice, social-emotional learning, mentorship, and hands-on career training to help young people build emotional strength, practical skills, confidence, and opportunity.

Slide 6: The Transformation

HEADLINE

Before LUV, trauma can write the story. After LUV, young people learn to write their own.

COPY

LUV helps young people move from survival to resilience, from uncertainty to confidence, and from pain to possibility.

Slide 7: Proof of Impact

HEADLINE

The work is already changing lives.

COPY

Confirm current figures before print.

- 3,200 students served.
- 87% job placement rate.
- 72% four-month job retention rate.
- Training across CNA, entrepreneurship, leadership, media, and the arts.
- Grant funding from the NBA Foundation.
- Featured by NBC5, ABC7, WGN9, and AP.

Slide 8: Why Now

HEADLINE

The cameras will leave. The work will not.

COPY

This moment can become a headline that fades, or it can become a turning point that helps LUV build resilience in young people for the next fifteen years.

Slide 9: The Opportunity

HEADLINE

Help build what hate cannot destroy.

COPY

Your support helps LUV expand the programs, relationships, and opportunities young people need to build resilience that lasts.

Join The Stitch, LUV's monthly giving circle. \$25 a month or more gets a hand-numbered Resilient patch in the mail and puts a young person closer to a career.

Needs sign-off: confirm the Resilient patch is in production before this line goes into a live pitch.

Slide 10: The Invitation

HEADLINE

Choose LUV. Build resilience.

COPY

You are not just giving to a nonprofit.

You are helping stitch resilience into Chicago's future.