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**AMPLIFICATION TOOLKIT · DELIVERABLE 6**

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## **Partner Amplification Kit**

For board members, Park District contacts, elected officials,  
faith leaders, civic partners, donors, and community allies

**Prepared by ClickLoop Digital**

July 2026 · Choose LUV Campaign Launch Sprint

**QUICK START**

## **Find Your Group, Grab Your Packet**

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*Section Four is organized by who you are. Find your group, and you'll find one complete email, text, and social post, ready exactly as written. No assembly required.*

**PRIMARY LINK** [chooseluv.org](https://chooseluv.org)

**GIVING LINK** [give.chooseluv.org](https://give.chooseluv.org)

**BREAKFAST RSVP LINK** [secure.qgiv.com/for/loveunityvaluesinstitute/event/2026restoringluvbreakfast](https://secure.qgiv.com/for/loveunityvaluesinstitute/event/2026restoringluvbreakfast)

*Don't see your group? Use the General Sharing Packet in Section Three: it works for anyone.*

## CHOOSE LUV **How This Works**

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This kit exists for one reason: if a partner has to think too hard, they will not share it.

Section Four is organized by audience. Find your group, and everything is already assembled: one email, one text, one social post, ready to copy exactly as written. Nothing to combine, nothing to edit, no second page to cross-reference.

### Three Steps

- Find your group in Section Four (or use the General Sharing Packet in Section Three if your group isn't listed).
- Copy the email, text, or social post: whichever channel fits.
- Send it. Add a name at the top if you want, but don't let that slow you down.

That's the whole process.

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

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Every packet in this kit carries that same line. Consistency is what makes a message travel, not variety.

## SECTION THREE · ANYONE CAN USE THIS **Sharing Packet**

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For anyone not covered by a specific group in Section Four. Complete and ready to send as written.

### EMAIL

*Subject: A heart, not a statement*

*[Name],*

*A burning cross went up in Grant Park. LUV Institute didn't respond with a statement. They responded with a heart.*

*It's called Resilient, and it's stitched, not perfect, on purpose. A stitched heart tells the truth: something broke, it healed, it's stronger now. That's not decoration. That's resilience.*

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

*Take two minutes: [chooseluv.org](http://chooseluv.org). Give, share, or just read the story.*

*[Your name]*

### TEXT MESSAGE

*Wanted to share this. LUV Institute answered hate in Grant Park with a heart, stitched not perfect, because that's what resilience actually looks like. Worth two minutes: [chooseluv.org](http://chooseluv.org)*

### SOCIAL POST: OPTION 1

*When hate showed up in Grant Park, LUV Institute didn't respond with a statement. They responded with a stitched heart called Resilient.*

*Broken things do not have to stay broken.*

*#ChooseLUV*

**SOCIAL POST: OPTION 2**

*A burning cross went up in Grant Park. LUV Institute brought back a heart called Resilient, stitched, not perfect, on purpose.*

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

*Choose LUV: [chooseluv.org](http://chooseluv.org)*

*#ChooseLUV*

**SOCIAL POST: OPTION 3, PERSONAL SHARE**

*Proud to stand with LUV Institute. When hate showed up in Grant Park, they answered with fifteen years of practice, not a press release.*

*Broken things do not have to stay broken.*

*[chooseluv.org](http://chooseluv.org) #ChooseLUV*

## SECTION FOUR · FIND YOUR GROUP **Packets by Audience**

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Each group below has one complete email, text, and social post, ready to copy exactly as written. Nothing to combine, nothing to edit.

### Board Members

#### EMAIL

*Subject: A heart, not a statement*

*[Name],*

*A burning cross went up in Grant Park. LUV Institute didn't respond with a statement. They responded with a heart.*

*It's called Resilient, stitched, not perfect, on purpose. A stitched heart tells the truth: something broke, it healed, it's stronger now.*

*For fifteen years, LUV has been stitching resilience into the lives of Chicago's young people. Grant Park was simply the day the rest of the city got to see it. This is the moment our mission got tested in public, and it held.*

*Take two minutes: [chooseluv.org](http://chooseluv.org).*

*[Your name]*

#### TEXT MESSAGE

*Wanted to share this. LUV answered hate in Grant Park with a heart, stitched not perfect, because that's what resilience actually looks like. Worth two minutes: [chooseluv.org](http://chooseluv.org)*

#### SOCIAL POST

*When hate showed up in Grant Park, LUV Institute didn't respond with a statement. They responded with a stitched heart called Resilient.*

*Broken things do not have to stay broken.*

*chooseluv.org #ChooseLUV*

THE ASK **Forward the email above to five people in your network today.**

## Park District Contacts

### EMAIL

*Subject: Thank you for trusting us with this*

*[Name],*

*Thank you for calling LUV when hate showed up in Grant Park. That call gave us the chance to answer with fifteen years of practice instead of a press release.*

*We brought back a heart called Resilient, stitched, not perfect, on purpose. A stitched heart tells the truth: something broke, it healed, it's stronger now.*

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

*Here's the story, if you'd like to share it: [chooseluv.org](http://chooseluv.org).*

*[Your name]*

### TEXT MESSAGE

*Thank you again for connecting us on the Grant Park response. Here's how the story is being told: [chooseluv.org](https://chooseluv.org)*

#### **SOCIAL POST**

*Grateful for our partners at the Chicago Park District, who trusted LUV to answer hate in Grant Park with resilience, not just a statement.*

*[chooseluv.org](https://chooseluv.org) #ChooseLUV*

**THE ASK** **Share internally, and consider a mention in Park District communications.**

## **Elected Officials**

#### **EMAIL**

*Subject: What a response to hate can look like*

*[Name],*

*A burning cross went up in Grant Park. LUV Institute answered with a stitched heart called Resilient, not perfect on purpose, because a stitched heart tells the truth: something broke, it healed, it's stronger now.*

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

*Your constituents deserve to see what a real answer to hate looks like: [chooseluv.org](https://chooseluv.org).*

*[Your name]*

#### **TEXT MESSAGE**

*Sharing this with you. LUV Institute's response to what happened in Grant Park is worth two minutes: [chooseluv.org](http://chooseluv.org)*

**SOCIAL POST**

*Chicago needed a response to hate. LUV Institute gave us one worth sharing.*

*[chooseluv.org](http://chooseluv.org) #ChooseLUV*

**THE ASK** **A public share, or a mention at a relevant event or hearing.**

## Faith Leaders

**EMAIL**

*Subject: A wound made visible, and healed*

*[Name],*

*A burning cross went up in Grant Park. LUV Institute answered with a stitched heart, not a perfect one, on purpose. A stitched heart tells the truth: something broke, it healed, it's stronger now. The stitches don't hide the wound. They honor it.*

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

*Your congregation will recognize this language. Worth sharing: [chooseluv.org](http://chooseluv.org).*

*[Your name]*

**TEXT MESSAGE**

*Sharing this with you. Thought your congregation would connect with it: [chooseluv.org](http://chooseluv.org)*

**SOCIAL POST**

*A stitched heart, not a perfect one. Not decoration. Grace, made visible. Proud to share LUV Institute's story.*

*chooseluv.org #ChooseLUV*

THE ASK **Share with the congregation, from the pulpit or in a newsletter.**

## Civic Partners

### EMAIL

*Subject: A visible commitment to healing*

*[Name],*

*Chicago doesn't need more statements right now. It needs visible commitments to healing, and LUV Institute just gave us one.*

*When hate showed up in Grant Park, they answered with a stitched heart called Resilient, not perfect on purpose. For fifteen years, LUV has been stitching resilience into the lives of Chicago's young people. Grant Park was simply the day the rest of us got to see it.*

*Worth sharing with your network: [chooseluv.org](http://chooseluv.org).*

*[Your name]*

### TEXT MESSAGE

*Thought you'd want to see this. Worth two minutes: [chooseluv.org](http://chooseluv.org)*

### SOCIAL POST

*Proud to stand with LUV Institute. Chicago doesn't need more statements, it needs visible commitments to healing.*

*chooseluv.org #ChooseLUV*

THE ASK **Co-share or cross-post to your audience.**

## Donors

### EMAIL

*Subject: Not funding a reaction. Funding a repair.*

*[Name],*

*A burning cross went up in Grant Park. LUV Institute answered with a stitched heart called Resilient, not perfect on purpose, because a stitched heart tells the truth: something broke, it healed, it's stronger now.*

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

*Your gift isn't funding a reaction to hate. It's helping stitch something back together: [give.chooseluv.org](https://give.chooseluv.org).*

*[Your name]*

### TEXT MESSAGE

*Wanted to share this with you. LUV Institute's response to Grant Park, and a way to help: [give.chooseluv.org](https://give.chooseluv.org)*

### SOCIAL POST

*Your gift isn't funding a reaction to hate. It's helping stitch something back together. Proud to support LUV Institute.*

*give.chooseluv.org #ChooseLUV*

THE ASK **Give, and forward this to two people who would give too.**

## Community Allies

### EMAIL

*Subject: A heart, not a statement*

*[Name],*

*A burning cross went up in Grant Park. LUV Institute didn't respond with a statement. They responded with a heart, stitched, not perfect, on purpose.*

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

*Take two minutes: [chooseluv.org](http://chooseluv.org).*

*[Your name]*

### TEXT MESSAGE

*Wanted to share this. LUV Institute answered hate in Grant Park with a heart, stitched not perfect, because that's what resilience actually looks like. Worth two minutes: [chooseluv.org](http://chooseluv.org)*

### SOCIAL POST

*When hate showed up in Grant Park, LUV Institute didn't respond with a statement. They responded with a stitched heart called Resilient. Broken things do not have to stay broken.*

*chooseluv.org #ChooseLUV*

**THE ASK** You don't need a title to choose LUV. Post it, or send it to one person.

**SECTION FIVE · FOR REFERENCE** **Board Member Roster**

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The board this “Board Members” packet is built for. Contact info lives with LUV internally: this list is here just so it's clear who the packet covers.

Daniel Arnett	Todd Barnett
Dr. Chip Johnson	Pamella Makoni
Katika Neal	Janelle Prueter
Dr. Lainna Shaw	Dr. Linda Upshaw
Andrew Wells	Cosette Wilburn
Jill Villanueva	

## SECTION SIX **Links: Quick Reference**

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Already built into every email, text, and social post in this kit. Listed here just for quick lookup.

### **Primary Link**

**[chooseluv.org](https://chooseluv.org)**

The default. Use for anything that isn't specifically a giving or event ask.

### **Giving Link**

**[give.chooseluv.org](https://give.chooseluv.org)**

Used in the Donors packet, and anywhere the ask is specifically a gift.

### **Breakfast RSVP Link**

**[secure.qgiv.com/for/loveunityvaluesinstitute/event/2026restoringluvbreakfast](https://secure.qgiv.com/for/loveunityvaluesinstitute/event/2026restoringluvbreakfast)**

Not yet built into a packet above. Use it directly whenever the ask is attending the Restoring LUV Breakfast rather than a general share: for example, a follow-up invite to board members, faith leaders, or civic partners closer to the event.

### **Standard Hashtag**

**[#ChooseLUV](https://twitter.com/ChooseLUV)**

Use it once per post. Do not stack multiple campaign hashtags in partner reposts: it dilutes the one that matters.