

LUV INSTITUTE

LOVE · UNITY · VALUES

APPENDIX B · GIVING TOOLKIT · DELIVERABLE 3

Choose LUV Giving Experience

Prepared for LUV Institute
by **ClickLoop Digital**

July 2026 · Companion to the Brand Messaging Framework

QUICK START

The Copy Library for give.html and thanks.html

This drops directly into the existing give.html and thanks.html pages. It does not rebuild them. More copy on a donation page lowers conversion, so this library gives every section exactly as much language as it needs, and no more.

HEADLINE **Choose LUV with a Gift**

RECOMMENDED DEFAULT **\$25: A stitch in the quilt.**

MONTHLY PROGRAM **The Stitch: \$10 / \$25 / \$50 per month, Custom**

GIVING FLOOR **\$5, to match the Choose LUV Challenge's "give \$5" social copy**

Two open items before this goes live: gift-tier configuration, and patch fulfillment status. Both flagged inside.

SECTION ONE **Donation Page Structure**

Seven elements, in this order. No scrolling required to reach the form.

- **Headline**, carries the campaign one-liner through
- **One-time / Monthly choice**, presented as equal options
- **Suggested amount chips**, quick-select rather than a wall of text
- **One trust and security line**
- **Bridge line**, directly above the Bloomerang embed
- **The embed itself**
- **Quiet Stitch mention** for one-time givers who might want to go monthly instead

This structure is already built into the live give.html. This document is the copy library behind it, not a redesign.

SECTION TWO Giving Copy

Headline

Choose LUV with a Gift

Subhead

Every gift is a hand on the same quilt. Help us turn one moment into something that lasts.

Recommended Gift Amounts

Built on the quilt metaphor, not on program-cost claims. No invented impact statistics (“\$50 funds one CNA exam”) appear here because that data has not been confirmed. If Cosette can provide real cost-per-outcome figures, swap these labels for impact-specific ones, a stronger ask once the numbers are real.

The floor starts at \$5, not \$25, for two reasons. The Choose LUV Challenge social copy already tells people to “give \$5,” so the giving page has to actually offer that amount or the campaign breaks its own promise. And this campaign's goal is volume and shareability, not average gift size; a \$25 floor quietly filters out the exact casual, impulse-driven crowd the Taste of Chicago activation is built for. \$25 stays highlighted as the recommended default so the page still nudges toward a stronger gift without blocking smaller ones. Custom is included so nobody who wants to give more, or less, ever feels boxed in.

\$5

Choose LUV today.

\$10

A thread in the story.

\$25 (RECOMMENDED DEFAULT)

A stitch in the quilt.

\$50

A patch of support.

\$100

A full square.

CUSTOM

Choose your own amount.

Monthly Donor Framing: The Stitch

Section label: Join The Stitch

The Stitch is LUV's monthly giving circle, the people who keep showing up, the same way a quilt holds together: one stitch at a time.

Tiers: \$10/mo · \$25/mo · \$50/mo · Custom

Patch incentive line: Give \$25/month or more and we'll mail you a hand-numbered Resilient patch, a piece of the quilt, for you to keep.

NEEDS CONFIRMATION *Confirm before this goes live: is the patch actually in production, or still pending LUV fulfillment? If it is not real yet, this line cannot go out. Promising a physical item you cannot ship is the fastest way to turn a donor into a complaint.*

CTA Copy

- One-time: Choose LUV with a Gift
- Monthly: Join The Stitch
- Topbar / nav button: Donate
- Soft cross-sell under one-time option: Want to become a Monthly Supporter instead? Just choose that option above.

SECTION THREE **Bridge Language & Thank-You Messaging**

Bridge Language for Bloomerang

The handoff problem: Bloomerang's embed is generic and breaks the brand experience. One line directly above the widget keeps the emotional thread connected without adding a paragraph.

BRIDGE LINE

This next part's just the form. What it's actually doing is keeping this work going long after this story stops trending.

TRUST LINE (SMALL TEXT, NEAR THE EMBED)

Processed securely through LUV Institute's donation system. 100% goes to LUV.

Thank-You / Share Messaging

ONE-TIME GIFT

Thank you for choosing LUV. Send this page to one person who'd want to choose LUV too.

Share button links to the campaign landing page.

MONTHLY GIFT (STITCH WELCOME)

You're in The Stitch now. Thank you for being one of the people who keeps showing up. Watch your inbox, your Resilient patch is on its way.

Pending patch confirmation, see Section Two.

BRIDGE CARD (BOTH VARIANTS)

What's next: Join us at the Restoring LUV Breakfast, free, August 21. A chance to see this work in person and meet the young people it's for.

Before This Goes Live

- Confirm whether the \$5 / \$10 / \$25 / \$50 / \$100 / Custom tiers are set as actual chips in the page HTML, or need to be configured as preset amounts inside the Bloomerang widget itself.
- Confirm patch production and fulfillment status before the patch line goes anywhere external.
- Confirm this copy library is being wired into the existing give.html and thanks.html, not rebuilding those pages from scratch.