

# LUV INSTITUTE

LOVE · UNITY · VALUES

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## BRAND MESSAGING FRAMEWORK

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*Stitching Resilience Into Chicago*

Prepared for LUV Institute  
by **ClickLoop Digital**  
July 2026

# LUV INSTITUTE

## HOW THIS SYSTEM WORKS

### THE STRATEGIC THESIS

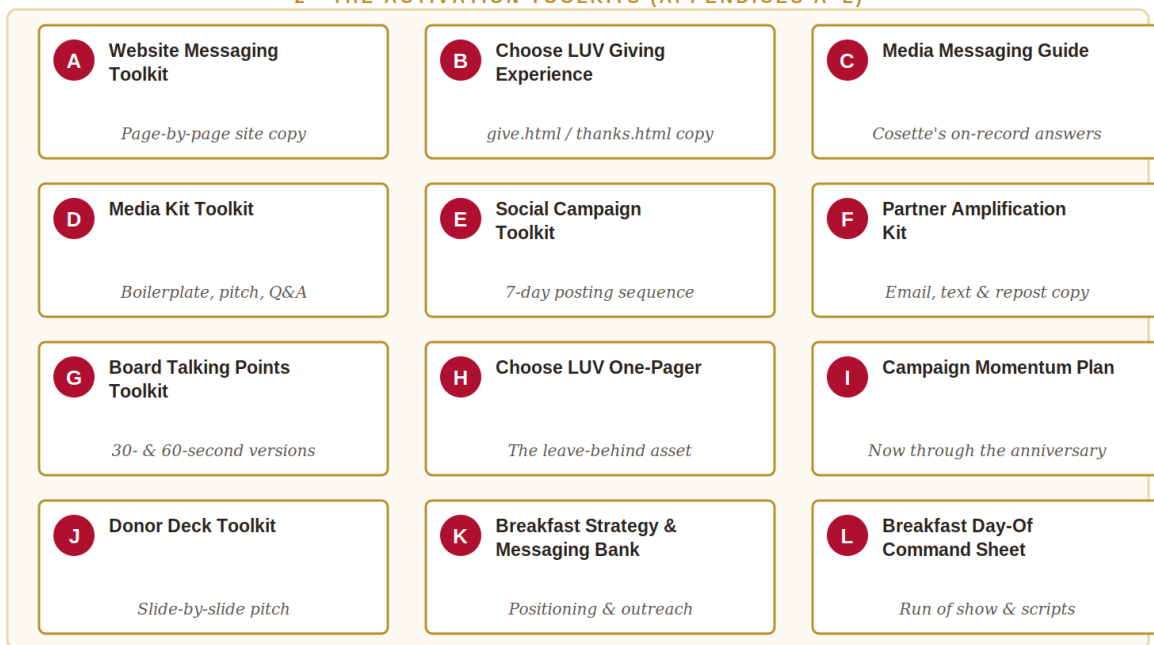
*“Only LUV could answer a symbol of hate with a stitched heart named Resilient, because only LUV had spent nearly fifteen years teaching Chicago’s young people that broken things do not have to stay broken.”*

EVERY DOCUMENT BELOW EXISTS TO PROVE THAT STATEMENT  
1 · THE STRATEGY

### Brand Messaging Framework

*The foundation. Every line in every appendix traces back here.*

### 2 · THE ACTIVATION TOOLKITS (APPENDICES A-L)



### 3 · WHAT HAPPENS NEXT

Donors Give

Media Covers

Board Opens Doors

Partners Share

Chicago Chooses LUV

### Resilience Wins.

*Choose LUV. Build resilience.*

Private and Confidential · Prepared for LUV Institute by ClickLoop Digital

# 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.

Private and Confidential · Full detail in the Brand Messaging Framework · ClickLoop Digital

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*LUV Institute Brand Messaging Framework*

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## APPENDICES A–L: ACTIVATION TOOLKITS, IN ROLLOUT ORDER

*Delivered as separate companion documents, each with its own quick-start page. See the roadmap on page 2 for how they connect.*

- A: Website Messaging Toolkit
- B: Choose LUV Giving Experience
- C: Media Messaging Guide
- D: Media Kit Toolkit
- E: Social Campaign Toolkit
- F: Partner Amplification Kit
- G: Board Talking Points Toolkit
- H: Choose LUV One-Pager
- I: Campaign Momentum Plan
- J: Donor Deck Toolkit
- K: Restoring LUV Breakfast: Strategy & Messaging Bank
- L: Restoring LUV Breakfast: Day-Of Command Sheet

## STITCHING RESILIENCE INTO CHICAGO **Introduction**

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This messaging framework gives LUV Institute a clear, unified story for the moment ahead. It is built around one central truth:

***When hate appeared in Grant Park, LUV did not have to invent a response. It revealed what it had already been building.***

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For nearly fifteen years, LUV has been helping trauma-impacted young people build resilience. Grant Park was not the beginning of LUV's story. It was the moment Chicago got to see it.

This framework is designed to help LUV speak with one voice across donor conversations, media interviews, board outreach, social media, the Restoring LUV Breakfast, partner communications, and future fundraising campaigns.

### **The “Only” Statement**

This is the brand thesis behind everything in this framework. It is the sentence that should sit behind every page that follows.

***Only LUV could answer a symbol of hate with a stitched heart named Resilient, because only LUV had spent nearly fifteen years teaching Chicago's young people that broken things do not have to stay broken.***

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That is the “only.” That is the moat. That is what no other organization can copy. Not because they lack the words, or because they lack a heart to point to. Because they lack the history.

Every message, deck slide, social post, donor conversation, and media answer in this framework should answer one question:

***How does this help people believe that statement?***

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If it does, keep it. If it does not, cut it or rewrite it.

### **The Core Idea**

For nearly fifteen years, LUV Institute has been stitching resilience into the lives of Chicago's young people, proving every day that broken things do not have to stay broken.

Grant Park was not the beginning of that story. It was the moment Chicago finally saw it.

## The Message System at a Glance

### The Deepest Truth

*Broken things do not have to stay broken.*

### The Campaign Line

*Resilience Wins.*

### The Call to Action

*Choose LUV. Build resilience.*

## What This Framework Includes

This document organizes LUV's message into five practical sections:

- **Brand Platform:** the core purpose, belief, promise, difference, transformation, and symbol behind LUV's story.
- **Core Messaging Framework:** the one-liner, short description, expanded description, Grant Park story, proof points, and key language LUV can use consistently.
- **Audience Messaging Architecture:** tailored language for donors, funders, corporate sponsors, board members, media, civic leaders, families, students, alumni, staff, and the general public.
- **Message Hierarchy & Repeatable Formula:** a simple structure to keep every communication connected to the same central truth.
- **Activation Toolkits:** practical language for the website, social media, donor outreach, media kit, board talking points, and the Restoring LUV Breakfast campaign, delivered as companion documents.

## Strategic Direction

The opportunity now is to move beyond describing LUV as only a youth development, workforce readiness, or restorative practice organization. Those are all true. But they are not the deepest story.

The deeper story is this: LUV helps young people build resilience. The stitched heart named Resilient gave Chicago a visible symbol of what LUV has been doing quietly for nearly fifteen years. The heart was not separate from the mission. It was the mission made visible.

That is the message this framework is built to protect, repeat, and activate.

## SECTION ONE **Brand Platform**

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The brand platform is the foundation beneath every message, campaign, conversation, and public-facing expression of LUV Institute. It defines what LUV believes, what LUV does, why the work matters, and why this moment in Grant Park is connected to the organization's deeper story.

### **Our Purpose**

LUV exists to prove that broken things do not have to stay broken.

Every young person.

Every family.

Every neighborhood.

Every community.

Every life.

LUV's work is rooted in the belief that pain does not get the final word.

### **Our Belief**

Pain does not have to become identity. Trauma does not have to determine tomorrow.

People can heal.

Communities can heal.

Cities can heal.

Resilience can be built. This belief has guided LUV's work for nearly fifteen years. It is not a response to one public moment. It is the foundation of the organization.

### **Our Mission**

LUV helps trauma-impacted young people build something the world cannot take away: resilience.

Through restorative practice, social-emotional learning, mentorship, and hands-on career training, LUV helps young people build the emotional strength, practical skills, confidence, and opportunity to create a different future.

LUV does not simply help young people recover from what happened to them. LUV helps them discover who they can become.

### **Our Promise**

LUV does not simply prepare young people for jobs. LUV prepares them for life.

Career training matters. Job placement matters. Skills matter. But underneath all of that is something deeper: the ability to keep going, to heal, to grow, to make different choices, and to believe the future can still be written.

That is resilience. That is what LUV builds.

## **Our Difference**

Many organizations respond after crisis. LUV has spent nearly fifteen years helping prevent crisis from becoming identity.

*Not through statements.*

*Not through slogans.*

*Not through temporary attention.*

Through relationships.

Through restorative practice.

Through opportunity.

Through consistency.

Through love, unity, and values practiced over time.

When hate appeared in Grant Park, LUV did not have to invent a response. LUV responded from the same foundation it has been building for years.

## **Our Story**

Grant Park did not create LUV's story. It revealed it.

When hate appeared in Grant Park, Chicago watched LUV respond with a stitched heart named Resilient. To many people, that was a beautiful gesture. To LUV, it was fifteen years of work made visible.

Because resilience is not something LUV talks about. It is something LUV builds every day.

For nearly fifteen years, LUV has helped young people learn that they do not have to become what hurt them. They can heal. They can grow. They can build skills. They can find confidence. They can create a future that does not belong to their trauma.

Grant Park was the moment Chicago got to see that truth in public.

## **Our Hero**

LUV is not the hero of the story. The young people are.

The hero is every young person who refuses to let trauma write the ending. The hero is every student who walks through LUV's doors carrying pain, uncertainty, fear, or doubt, and begins

building a new story. The hero is every graduate who proves that broken things do not have to stay broken.

LUV is the guide. LUV provides the structure, support, tools, relationships, and opportunities that help young people move from survival to resilience.

## **The Enemy**

The enemy is not only hate. Hate is one expression of something deeper.

The real enemy is hopelessness.

The real enemy is trauma becoming identity.

The real enemy is the belief that broken things stay broken.

The real enemy is the cycle that tells young people their future has already been decided.

LUV exists to interrupt that cycle.

## **The Transformation**

### **BEFORE LUV**

*Trauma writes the story.*

### **AFTER LUV**

*The young person writes the story.*

This is the transformation at the center of LUV's work. Young people move:

From pain to possibility.

From survival to resilience.

From uncertainty to confidence.

From isolation to support.

From brokenness to a future they can help build.

## **Our Symbol: The Stitched Heart**

The stitched heart named Resilient is more than a response to Grant Park. It is the mission made visible.

Most organizations would have chosen a perfect heart. LUV did not. The heart has stitches because healing leaves evidence.

The stitches are not covering the wound. They are honoring the journey.

*Something happened here. There was pain here. There was damage here. But the story did not end here.*

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That is what LUV teaches young people every day.

The stitched heart is not separate from the organization. It is the organization.

For nearly fifteen years, LUV has been stitching resilience into the lives of young people across Chicago. Grant Park was simply where Chicago got to see it.

## SECTION TWO Core Messaging Framework

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This section gives LUV Institute the core language to use consistently across public communications.

The goal is not to say something different every time. The goal is to say one true thing clearly, repeatedly, and in ways each audience can understand.

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*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.*

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### Primary One-Liner

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

### Expanded One-Liner

*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.*

### Campaign Line

***Resilience Wins.***

### Supporting Campaign Lines

- Choose LUV. Build resilience.
- Hate showed up. Resilience answered.
- Help stitch resilience into Chicago's future.
- Broken things do not have to stay broken.
- Pain does not get the final word.

### Short Description

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

### Expanded Description

For nearly fifteen years, LUV Institute has helped trauma-impacted young people build something the world cannot take away: resilience.

Through restorative practice, social-emotional learning, mentorship, and hands-on training in fields like nursing, entrepreneurship, leadership, media, and the arts, LUV helps young people build the emotional strength, practical skills, confidence, and opportunity to thrive in college, careers, and life.

At LUV, resilience is not a slogan. It is the work.

## **Press / Boilerplate Description**

LUV Institute, short for Love, Unity & Values, is a Chicago nonprofit that helps trauma-impacted young people build resilience through restorative practice, social-emotional learning, mentorship, and hands-on career training.

For nearly fifteen years, LUV has supported young people across Chicago with programs that build emotional strength, practical skills, confidence, and career pathways in areas including nursing, entrepreneurship, leadership, media, and the arts.

LUV's work is rooted in a simple belief: broken things do not have to stay broken.

## **Proof Points**

*Pulled from the live site. Confirm current figures before print.*

- 3,200 students served.
- 87% job placement rate.
- 72% four-month job retention rate.
- Almost fifteen years of restorative-practice youth development in Chicago.
- Training across CNA, entrepreneurship, leadership, media, and the arts.
- Grant funding from the NBA Foundation.
- Featured by NBC5, ABC7, WGN9, and AP following the Resilient response.

Use these to back up the story, never to open it. Lead with the heart. Close with the numbers.

## **The Grant Park Story**

When hate appeared in Grant Park, LUV did not respond with outrage. LUV responded with resilience.

A stitched heart named Resilient was placed where hate tried to leave its mark. Not as a publicity stunt. Not as a symbol only. But as a public expression of what LUV has taught young people for nearly fifteen years:

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*You do not have to become what hurt you. You can heal. You can grow. You can become stronger because of it.*

---

That is resilience. That is LUV.

## **The Deeper Story**

The Grant Park response captured attention because it was simple, visible, and powerful. But the deeper story is what made the response possible.

LUV did not become who it was in Grant Park. Chicago simply got to see who LUV had been all along.

For nearly fifteen years, LUV has helped young people transform trauma into resilience. The stitched heart named Resilient gave the city a picture of that work. The heart was not separate from the mission. It was the mission made visible.

## **Why the Stitches Matter**

The heart was not perfect. It was stitched. That matters.

A stitched heart says something has happened here. There has been pain. There has been damage. There has been repair. But the story is not over.

The stitches do not hide the wound. They honor the healing. That is what LUV does every day with young people, families, neighborhoods, and communities across Chicago. LUV helps people believe that broken things do not have to stay broken.

## **Why Resilience Matters**

Resilience is not pretending nothing happened. Resilience is what gets built after something does.

The strength to keep going.

The confidence to make a different choice.

The support to heal.

The skills to move forward.

The belief that tomorrow can still be different.

For young people who have experienced trauma, resilience can change the entire direction of a life. That is why LUV's work matters.

## **Why Give Now**

The cameras will leave. The work will not.

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

Your gift does not just respond to hate. It helps build what hate cannot destroy.

The Ask **Choose LUV. Build resilience.**

## Message by Audience: Quick Reference

The four core messages below are the fastest way to speak to a specific audience. Full audience architecture, including transformation statements and calls to action, is in Section Three.

### DONOR-FACING CORE MESSAGE

When hate appeared in Grant Park, LUV showed Chicago what resilience looks like. Your gift helps carry that work forward. You are not just funding a response to one moment: you are helping trauma-impacted young people build emotional strength, practical skills, confidence, and real career pathways. You are helping stitch resilience into Chicago's future.

### PARTNER-FACING CORE MESSAGE

LUV did not ask for the spotlight. But when hate appeared in a public place, LUV showed up with the same message it has been teaching young people for nearly fifteen years: pain does not get the final word. Resilience does.

### BOARD-FACING CORE MESSAGE

This is the moment LUV's mission became visible to the city. Grant Park did not create the story. It proved the story. Our job now is not to explain five different things. Our job is to repeat one true thing clearly.

### MEDIA-FACING CORE MESSAGE

When hate appeared in Grant Park, LUV answered with a stitched heart named Resilient. That response was not separate from LUV's mission. It was the mission.

## Core Talking Points

- LUV did not respond with a symbol. LUV responded with its mission.
- The heart was called Resilient because resilience is what LUV has been building in young people for nearly fifteen years.
- The stitches matter because they show repair, healing, and strength.
- LUV helps young people move from trauma to resilience.
- Grant Park was not the beginning of LUV's story. It was proof of the story.

- Donors are not just giving to a nonprofit. They are helping stitch resilience into Chicago's future.
- The story is not simply love versus hate. It is resilience after harm.
- LUV is not asking people to support a reaction. LUV is inviting people to join a restoration.

## Signature Language

Use these lines exactly as written wherever possible: consistency is what makes them stick.

- Hate showed up. Resilience answered.
- The heart was stitched because healing is part of the story.
- Broken things do not have to stay broken.
- Pain does not get the final word.
- For nearly fifteen years, LUV has been stitching resilience into Chicago's young people.
- Grant Park was not the beginning of the story. It was the proof.
- You do not have to become what hurt you.
- Before LUV, trauma can write the story. After LUV, young people learn to write their own.
- Love is the value. Resilience is the result.
- Choose LUV. Build resilience.
- Resilience Wins.

## Language to Avoid

- Language that makes the Grant Park response sound like a one-time reaction.
- Language that makes LUV sound like a generic youth development organization.
- Overexplaining the incident before explaining the deeper mission.
- Using too many campaign lines at once.
- Softer substitutes for “resilience”: like positivity, kindness, hope, or inspiration. Those ideas matter, but resilience is the stronger, more ownable word.
- Making LUV the hero. The young people are the heroes. LUV is the guide.
- Making the donor the savior. The donor is invited to help build what hate cannot destroy.

## Message Discipline

The message should always return to the same core truth:

*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.*

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Every interview, donor conversation, post, email, speech, and campaign asset should reinforce that truth.

## SECTION THREE Audience Messaging Architecture

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Every audience should hear the same central truth:

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*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 should not change from audience to audience. The doorway changes.

Donors need to understand the impact of their gift.

Funders need to understand the strategic opportunity.

Partners need to understand why alignment matters.

Media need to understand the deeper story.

Young people need to understand that their story is not over.

This section provides audience-specific language while keeping every message connected to the same brand foundation.

### Donors

#### WHAT THEY NEED TO BELIEVE

*My gift is not just helping LUV respond to one moment. My gift is helping young people build resilience that lasts for life.*

#### CORE MESSAGE

When hate appeared in Grant Park, LUV showed Chicago what resilience looks like. But that moment did not begin in Grant Park. It began nearly fifteen years ago, in classrooms, programs, conversations, career pathways, and relationships with young people who had every reason to believe trauma would write their story. LUV helps them write a different one. Your gift helps stitch resilience into Chicago's future.

#### TRANSFORMATION

**BEFORE** *I am reacting to a painful public moment.*

**AFTER** *I am helping build what hate cannot destroy.*

**CALL TO ACTION** Choose LUV. Build resilience.

## Major Donors & Philanthropic Funders

**WHAT THEY NEED TO BELIEVE**

*LUV is not a momentary response. LUV is a proven resilience-building institution with public relevance, measurable outcomes, and a story Chicago needs right now.*

**CORE MESSAGE**

LUV Institute sits at the intersection of youth development, restorative practice, workforce readiness, and community healing. For nearly fifteen years, LUV has helped trauma-impacted young people build emotional strength, practical skills, confidence, and career pathways. Grant Park did not create LUV's relevance. It revealed it. The city is now seeing publicly what LUV has been building quietly for years: resilience that changes individual lives and strengthens communities.

**TRANSFORMATION**

**BEFORE** *I am considering support for another youth-serving nonprofit.*

**AFTER** *I am backing a proven model that helps young people and communities heal, grow, and build futures after trauma.*

**CALL TO ACTION** **Invest in resilience that lasts beyond the headline.**

**Corporate Sponsors****WHAT THEY NEED TO BELIEVE**

*Partnering with LUV allows our company to stand for something real, visible, and locally meaningful.*

**CORE MESSAGE**

Chicago does not need more statements. It needs visible commitments to healing, opportunity, and resilience. A partnership with LUV connects your brand to nearly fifteen years of proven work helping young people move from trauma to confidence, skills, and careers. This is not performative goodwill. This is a chance to help build what the city needs next.

**TRANSFORMATION**

**BEFORE** *Our company supports a good cause.*

**AFTER** *Our company is visibly helping build resilience in Chicago's next generation.*

**CALL TO ACTION** **Stand with LUV. Help build resilience in Chicago's next generation.**

**Board Members****WHAT THEY NEED TO BELIEVE**

*This is the moment to speak with one voice.*

**CORE MESSAGE**

Grant Park was not a detour from LUV's mission. It was the clearest public expression of it. For nearly fifteen years, LUV has been teaching young people that pain does not get the final word. The stitched heart named Resilient gave Chicago a picture of that work. Our job now is not to explain five different things. Our job is to repeat one true thing clearly: LUV has been stitching resilience into Chicago's young people for nearly fifteen years. Grant Park was the moment Chicago got to see it.

#### TRANSFORMATION

**BEFORE** *I am describing LUV's programs.*

**AFTER** *I am telling one clear story that connects LUV's mission, impact, public moment, and future opportunity.*

**CALL TO ACTION** Use the story. Protect the message. Open the doors.

## Media

#### WHAT THEY NEED TO BELIEVE

*This is not only a story about hate in Grant Park. It is a story about a Chicago organization whose long-term work made this response possible.*

#### CORE MESSAGE

When hate appeared in Grant Park, LUV Institute responded with a stitched heart named Resilient. That image captured attention because it was simple, human, and powerful. But the deeper story is what made the response possible. 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. The heart was not separate from LUV's work. It was the work made visible.

#### TRANSFORMATION

**BEFORE** *This is a story about a public response to hate.*

**AFTER** *This is a story about how long-term resilience-building work prepared LUV to meet the moment.*

**CALL TO ACTION** Tell the deeper story behind the heart.

## Civic, Faith & Community Leaders

#### WHAT THEY NEED TO BELIEVE

*Sharing LUV's story gives our community a constructive way to respond.*

#### CORE MESSAGE

Communities do not heal through outrage alone. They heal when people choose repair, relationship, and resilience. When hate appeared in Grant Park, LUV answered with a stitched heart because that is what LUV has been doing for young people and communities for nearly fifteen years: helping people heal, helping people grow, helping people believe the story is not over.

#### TRANSFORMATION

**BEFORE** *I am condemning what happened.*

**AFTER** *I am helping my community move toward repair, resilience, and action.*

CALL TO ACTION **Help your community choose resilience.**

## Parents & Families

#### WHAT THEY NEED TO BELIEVE

*LUV sees more than what happened to my child. LUV sees who they can become.*

#### CORE MESSAGE

Trauma can make a young person believe their future has already been decided. LUV helps them see something different. Through restorative practice, social-emotional learning, mentorship, and career training, LUV helps young people build emotional strength, confidence, practical skills, and a path forward. LUV does not ignore the wound. It helps young people heal, grow, and move forward with resilience.

#### TRANSFORMATION

**BEFORE** *My child may feel defined by what happened to them.*

**AFTER** *My child can begin building confidence, support, skills, and a future they can believe in.*

CALL TO ACTION **Help your young person build what the world cannot take away.**

## Young People & Students

#### WHAT THEY NEED TO BELIEVE

*I am not what happened to me.*

#### CORE MESSAGE

You are not broken beyond repair. You are not your worst day. You are not what hurt you. At LUV, we help you build resilience: the strength, skills, confidence, and support to create a future that belongs to you. Your story is not over. You get to help write what comes next.

#### TRANSFORMATION

**BEFORE** *My past may define me.*

**AFTER** *I can build the strength, skills, and support to write a different future.*

**CALL TO ACTION** **Build your resilience. Write your next chapter.**

## Alumni

### WHAT THEY NEED TO BELIEVE

*My story is proof of the mission.*

### CORE MESSAGE

You are part of the story LUV has been telling for nearly fifteen years. Every step you have taken forward is proof that broken things do not have to stay broken. Now Chicago is seeing what you already know: LUV does not just talk about resilience. LUV builds it.

### TRANSFORMATION

**BEFORE** *My story is personal.*

**AFTER** *My story can help others believe healing, growth, and resilience are possible.*

**CALL TO ACTION** **Tell your stitch in the story.**

## Staff & Internal Team

### WHAT THEY NEED TO BELIEVE

*The work we do every day is the brand.*

### CORE MESSAGE

The stitched heart did not create LUV's message. You did. Every class. Every conversation. Every young person who stayed. Every young person who came back. Every breakthrough. Every job. Every repaired relationship. Every new beginning. That is the brand. The world is now paying attention because Grant Park gave people a picture of what you have been building for years.

### TRANSFORMATION

**BEFORE** *We are doing the work.*

**AFTER** *We understand that the work itself is the message.*

**CALL TO ACTION** **Keep building resilience. The story is working.**

## Public & Social Audience

### WHAT THEY NEED TO BELIEVE

*This is simple enough to share and meaningful enough to matter.*

**CORE MESSAGE**

Hate showed up. Resilience answered. For nearly fifteen years, LUV has helped Chicago young people build strength, skills, confidence, and hope after trauma. The stitched heart in Grant Park was not just a response. It was a reminder: broken things do not have to stay broken.

**TRANSFORMATION**

**BEFORE** *I saw a painful story.*

**AFTER** *I have a constructive way to respond and share hope.*

**CALL TO ACTION** **Choose LUV. Share resilience.**

**Message Discipline by Audience**

Each audience should receive language that fits their role, but no audience should receive a different story.

The donor story should not sound separate from the media story. The media story should not sound separate from the student story. The student story should not sound separate from the board story.

Every version should point back to the same truth:

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***LUV helps young people build resilience. The stitched heart made that work visible.  
Grant Park was not the beginning of the story. It was the proof.***

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## SECTION FOUR **Message Hierarchy & Repeatable Formula**

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This section gives LUV a simple structure for keeping the message clear across every platform, audience, and campaign asset. The goal is message discipline.

Every interview, donor conversation, social post, speech, website section, email, and event moment should point back to the same central truth:

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*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.*

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### Message Hierarchy

#### 1 · THE DEEPEST TRUTH

*Broken things do not have to stay broken.*

This is the emotional and philosophical center of the message. It is bigger than one incident, bigger than one program, bigger than one campaign. It is the belief underneath all of LUV's work.

#### 2 · THE ORGANIZATIONAL TRUTH

*LUV helps trauma-impacted young people build resilience.*

This is what LUV does. Through restorative practice, social-emotional learning, mentorship, and hands-on career training, LUV helps young people build the emotional strength, practical skills, confidence, and support to create a different future.

#### 3 · THE PUBLIC PROOF

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

The Grant Park response was not a departure from LUV's mission. It was the clearest public expression of it. The moment mattered because it gave the city a visible picture of the work LUV has been doing quietly and consistently for years.

#### 4 · THE SYMBOL

*A stitched heart named Resilient.*

The heart matters because it gives the message a visual anchor. It is not a perfect heart. It is stitched. That makes it more powerful. The stitches show pain, repair, healing, and strength: a reminder that something can be wounded and still become whole.

#### 5 · THE INVITATION

*Choose LUV. Build resilience.*

This is the action step. The audience is not simply being asked to feel something. They are being invited to do something: give, share, partner, sponsor, attend, advocate, open doors, and help carry the work forward.

## The Repeatable Message Formula

When speaking to any audience, use this five-step structure.

### STEP 1: NAME THE PUBLIC MOMENT

Start with what people already know or can quickly understand.

*Example: “When hate appeared in Grant Park...”*

This gives the audience an immediate point of entry.

### STEP 2: REFRAME THE STORY

Move the audience from the incident to the deeper meaning.

*Example: “LUV did not simply respond. LUV revealed what it has been building for nearly fifteen years.”*

This keeps the story from becoming only about the act of hate. The focus shifts to the resilience LUV has been building all along.

### STEP 3: NAME THE DEEPER WORK

Explain what LUV actually does.

*Example: “LUV helps trauma-impacted young people transform pain into resilience through restorative practice, social-emotional learning, mentorship, and hands-on career training.”*

This connects the public moment to the organization's long-term mission.

### STEP 4: USE THE SYMBOL

Bring the stitched heart back into the story.

*Example: “The stitched heart named Resilient showed that healing leaves evidence.”*

This gives people something memorable, visual, and emotionally clear.

### STEP 5: INVITE ACTION

End with a simple invitation.

*Example: “Choose LUV. Build resilience.”*

The message should always move people toward action.

## Formula in Practice

### SHORT VERSION

When hate appeared in Grant Park, LUV showed Chicago what resilience looks like. For nearly fifteen years, LUV has been helping trauma-impacted young people build emotional strength,

practical skills, confidence, and a future beyond what hurt them. The stitched heart named Resilient was not just a response: it was the mission made visible. Choose LUV. Build resilience.

#### **DONOR VERSION**

When hate appeared in Grant Park, LUV showed Chicago what resilience looks like. But that moment did not begin in Grant Park. It began nearly fifteen years ago, in classrooms, programs, conversations, career pathways, and relationships with young people who had every reason to believe trauma would write their story. LUV helps them write a different one. Your gift helps stitch resilience into Chicago's future. Choose LUV. Build resilience.

#### **MEDIA VERSION**

When hate appeared in Grant Park, LUV Institute responded with a stitched heart named Resilient. That image captured attention because it was simple, human, and powerful. But the deeper story is what made the response possible. 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. The heart was not separate from LUV's work: it was the work made visible.

#### **BOARD VERSION**

Grant Park was not a detour from LUV's mission. It was the clearest public expression of it. For nearly fifteen years, LUV has been teaching young people that pain does not get the final word. The stitched heart named Resilient gave Chicago a picture of that work. Our job now is not to explain five different things. Our job is to repeat one true thing clearly: LUV has been stitching resilience into Chicago's young people for nearly fifteen years. Grant Park was the moment Chicago got to see it.

### **What to Lead With**

- Resilience.
- The stitched heart.
- The idea that Grant Park revealed the work LUV has already been doing.
- The young people.
- The transformation.

### **What Not to Lead With**

- Organizational history alone.
- Program lists.
- Statistics before the story.
- Generic nonprofit language.
- Making the message only about hate.

- Making the donor the hero.
- Making LUV the hero. The young people are the heroes. LUV is the guide. The donor is invited to help build what hate cannot destroy.

## Message Discipline Rule

Every message should pass this test:

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*Does this help people understand that LUV builds resilience in young people, and that Grant Park made that work visible?*

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If yes, use it. If no, cut it or rewrite it.

## The Bedrock

LUV is not asking people to support a reaction. LUV is inviting people to join a restoration.

The work is not just youth development. It is resilience-building.

The heart is not just a symbol. It is the mission made visible.

The stitches are not decoration. They are the proof that healing happened.

The story is not love versus hate. It is resilience after harm.

**And that is why LUV matters now.**

## RESILIENCE WINS.

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*Not because hate disappeared. Not because the wound was never there.*

*Resilience wins because LUV keeps building what hate cannot destroy.*

For nearly fifteen years, LUV has been stitching resilience into Chicago's young people. Grant Park was the moment Chicago got to see it. Now the opportunity is to carry that work forward with clarity, discipline, and courage.

**Choose LUV. Build resilience.**

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