



MEDIA PREP · DELIVERABLE 4

Media Messaging Guide

For Cosette Nazon-Wilburn, speaking on behalf of LUV Institute

Prepared by ClickLoop Digital

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CHOOSE LUV **How to Use This Guide**

Memorize the 30-second answer. It is the default response to almost anything asked about Grant Park, Resilient, or the Choose LUV campaign.

If a question pulls off track, answer it briefly, then bridge back with a phrase like “what I keep coming back to is...” and return to the one-liner.

You do not need five smart things to say. You need one true thing, said the same way every time.

One flag before the content: the sentence describing what happened in Grant Park still needs sign-off. It is used with neutral, factual, non-speculative language throughout this guide, and it appears in the highest-visibility spot: the “What happened?” answer. Do not release this guide externally until that sentence is confirmed.

⚠️ NEEDS SIGN-OFF *Confirm exact wording for describing the incident, and swap in Cosette's real quote from the press release, before this guide goes out.*

READ THIS FIRST **The Insight Behind Every Answer**

Before memorizing a single line, understand the one idea that makes all of them true.

What Is Resilience, Really?

Not the dictionary definition. The emotional one.

Is it the ability to keep going? The refusal to let trauma define your future? Hope with work boots on? Choosing your future instead of reliving your past?

That's the product. Every answer in this guide comes back to it.

Why a Stitched Heart, Not a Perfect One

Most nonprofits would have built a perfect heart. LUV built a stitched one.

A stitched heart tells the truth. Something broke here. It healed. It's stronger now.

The stitches aren't hiding the wound. They're honoring it.

That's not decoration. That's resilience, made visible. It's rare symbolism no competitor can borrow, because no competitor has the fifteen years behind it.

The Reframe

Did LUV respond to hate, or did LUV reveal what resilience looks like?

Grant Park wasn't the beginning of the story. It was the proof of the story.

That single insight organizes the website, the breakfast, the donor campaign, the media narrative, the one-pager, the board talking points, and every social post around one central truth:

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.

The Transformation

The question that matters: what actually changes for the young person? Not what LUV does. What changes in their life.

BEFORE LUV

Trauma writes the story.

AFTER LUV

You write your own.

Why This Travels Beyond Grant Park

Broken things do not have to stay broken isn't about one park, one heart, or one headline.

- Kids see themselves in it.
- Neighborhoods see themselves in it.
- Donors see themselves in it.
- Chicago sees itself in it.

That's what makes it a movement instead of a statement. That's what the best brands do: stop talking about themselves and start giving people language for their own story.

SECTION ONE The Two Answers to Memorize

30-Second Answer

⚠ NEEDS SIGN-OFF *Opening sentence needs sign-off before use.*

“A burning cross showed up in Grant Park. The Chicago Park District called LUV, because when this city needs an answer to hate, we're who they call.

We didn't build a perfect heart. We built a stitched one.

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 Chicago got to see it.

Broken things do not have to stay broken. That's not a slogan. That's the business we're in.”

60-Second Answer

⚠ NEEDS SIGN-OFF *Same flagged sentence appears at the open.*

“A burning cross went up in Grant Park, built to make people afraid of a public space that belongs to everyone. The Chicago Park District called LUV Institute. Not because we make statements. Because we make practice.

Most nonprofits would have brought a perfect heart. We brought a stitched one.

Because a stitched heart tells the truth. Something broke here. It healed. It's stronger now.

The stitches aren't hiding the wound. They're honoring it.

For fifteen years, LUV has been teaching Chicago kids the same thing: trauma doesn't get to write the ending. Before LUV, trauma writes the story. After LUV, the young person writes their own.

So when hate showed up in a public park, we didn't have to invent an answer. We already had one.

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. Now we're asking the rest of this city to choose it too, starting at the Restoring LUV Breakfast on August 21.”

SECTION TWO **Key Soundbites**

Short, quotable, repeatable. Use these to open, close, or bridge back to during any conversation.

- The stitches aren't hiding the wound. They're honoring it.
- 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.
- Broken things do not have to stay broken.
- We didn't have to invent a response. We already had one.
- Before LUV, trauma writes the story. After LUV, you write your own.
- Grant Park wasn't the beginning of the story. It was the proof of the story.
- Hate made a choice in Grant Park. Love made one back.

Pick one. Say it the same way every time. Repetition is what makes a line travel.

FOR DONOR CONVERSATIONS SPECIFICALLY

You're not funding a reaction to hate. You're helping stitch something back together.

SECTION THREE **The Four Questions Every Interview Will Ask**

Answer in one to two sentences, then bridge back to the 30-second answer or a key soundbite. Do not let any of these expand into a five-minute answer.

“What happened?”

⚠️ NEEDS SIGN-OFF *Confirm exact wording for describing the incident before use. Keep it factual and unattributed to any individual or group until legal/Cosette confirms the language.*

“A burning cross showed up in Grant Park. The Chicago Park District called LUV, and we placed a heart called Resilient exactly where it had stood. Not a perfect heart. A stitched one.”

“Why did LUV respond?”

“Because the Park District called us, and because this is exactly what fifteen years has prepared us for. Resilient is stitched, not perfect, on purpose. A stitched heart tells the truth: something broke, it healed, it's stronger now. That's resilience. That's what we teach every day, and Grant Park just made it visible.”

“What does Choose LUV mean?”

“Hate made a choice in Grant Park. Love made one back. Choose LUV is literal, it's our name, and it's active. Not a feeling. Something you do: give, share, show up. Broken things do not have to stay broken, and that's not just LUV's story. That's Chicago's.”

“How can people help?”

“Three ways. Give: even \$25 a month joins The Stitch and gets a hand-numbered Resilient patch in the mail, and it's not funding a reaction to hate, it's helping stitch something back together. Share: it costs nothing and it travels. Show up: visit Resilient in Grant Park, or join us at the Restoring LUV Breakfast on August 21.”

Needs sign-off: confirm the Resilient patch is in production before promising it on the record.

SECTION FOUR Language to Avoid

The goal is to help LUV speak clearly about the incident without exploiting it, politicizing it, or overexplaining the organization.

Do Not Use

- “Empowering youth through restorative programming”: or any version of it. Every nonprofit says some form of this. It is the sound of saying nothing. If a draft ever drifts toward it, cut it and replace it with the stitched-heart line below.
- “Hate crime”: unless law enforcement has officially classified it that way. Saying it first creates legal exposure and hands the story to a different narrative than the one LUV controls.
- Speculation about who did it or why. Not LUV’s story to tell, and nothing is confirmed. Redirect to the response.
- “Attack” or “tragedy.” Escalating language overstates LUV’s role. LUV responded. LUV didn’t investigate, treat, or rule on it.
- Political or partisan framing of any kind. This is love versus hate, not left versus right.
- “We capitalized on...” or similar language that suggests opportunism.
- Exclamation points or hype language in quotes. Calm and direct reads stronger than excited.
- Manufactured urgency, like “going viral right now.”
- A full recitation of LUV’s program list in response to a media question: stick to the one-liner and bridge back.
- Predicting outcomes. No “this will lead to charges” or anything that speaks for an investigation. LUV can only speak for LUV.
- Comparisons to other incidents or organizations. Keep the story self-contained. Don’t borrow weight from someone else’s headline.
- Any number or statistic that has not been confirmed as current.

Do Use

- Neutral, factual, observational language about the incident itself.
- “For fifteen years” in the core line, exactly as written below: do not paraphrase it.
- “Choose LUV” as the consistent call to action across every answer.
- A bridge back to the stitched-heart insight whenever a question drifts toward generic nonprofit language.

The Line Nobody Else Can Say

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.

Any competitor can claim to empower youth. No one else has fifteen years and a stitched heart to prove it.

Before This Guide Goes External

⚠ NEEDS SIGN-OFF *Two items to close out: (1) confirmed wording for the incident description, and (2) a real quote from Cosette pulled from the press release, replacing the placeholder language used throughout this guide.*

Send the press release over and this gets finalized the same day.