

LUV INSTITUTE

LOVE · UNITY · VALUES

ACTIVATION TOOLKIT · DELIVERABLE 5

Social Campaign Toolkit

Prepared for LUV Institute

by ClickLoop Digital

July 2026 · Companion to the Brand Messaging Framework

QUICK START

If You're Posting Today

Every caption here is the one-liner wearing seven different outfits. One hook, repeated and varied, beats reinventing the wheel every post.

TODAY'S POST Find today's date in the 7-Day Posting Sequence and use that day's caption exactly as written.

EVERY POST GETS #ChooseLUV and #LUVInstitute. Nothing else is mandatory.

STANDING RULE No hype language. No "going viral." Confident and calm outperforms excited, every time.

The burning cross sentence appears on Day 1 and Day 2. It still needs Cosette's sign-off before anything posts.

ONE HOOK, SEVEN OUTFITS **7-Day Posting Sequence**

Same flag on Day 1 and Day 2: the burning cross sentence needs Cosette's sign-off before any of this posts.

Day 1: The Moment

Goal: stop the scroll, plant the one-liner.

NEEDS SIGN-OFF *Flagged line below. Confirm before posting.*

IG / FACEBOOK CAPTION

A burning cross appeared in Grant Park. Chicago answered with a heart.

When hate appeared in Grant Park, Chicago chose LUV.

This is Resilient, a sculpture built five years ago by Chicago artist Damon Lamar Reed. The Chicago Park District asked LUV Institute to bring it back. We placed it exactly where the hate had been.

More on why, tomorrow.

X POST

Hate showed up in Grant Park. Chicago picked a heart instead. Here's what happened.

CTA Follow for the full story.

Day 2: The Story Behind Resilient

Goal: depth, credibility, the artist.

NEEDS SIGN-OFF *Same flagged sentence applies if the incident is referenced again.*

IG / FACEBOOK CAPTION

Resilient isn't new. It was built five years ago by artist Damon Lamar Reed for LUV's citywide Parade of Hearts.

Its surface is a quilt. Patched, pieced, stitched. Stronger for every seam.

When the Chicago Park District needed a response to hate in Grant Park, this is the heart we brought back. Not because of what was destroyed. Because of what was already built.

X POST

The heart we placed in Grant Park isn't a one-off. It's 5 years old, built by Chicago artist Damon Lamar Reed. Some symbols just wait for their moment.

CTA Share if a quilted heart beats a burning cross every time.

Day 3: Credibility / Press

Goal: third-party proof this is real, not a campaign stunt.

IG / FACEBOOK CAPTION

This story made NBC5, ABC7, WGN9, and AP, and we didn't spend a dollar to get there.

Here's the thing about real moments: you don't have to manufacture attention. You just have to show up.

Almost fifteen years of restorative practice taught LUV exactly how to answer hate. This is what that looks like.

X POST

NBC5. ABC7. WGN9. AP. All covering a heart sculpture in Grant Park this week. Sometimes the story finds you.

CTA [Read the full story \(link in bio\).](#)

Day 4: Why LUV / Why Love

Goal: shift from news to mission. The “why us” day.

IG / FACEBOOK CAPTION

LUV stands for Love, Unity, and Values. Not a slogan. A method.

For almost fifteen years, that's how we've run every single program. Career training. Leadership. Restorative practice for young people who've experienced trauma.

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

X POST

LUV = Love, Unity, Values. Not branding. It's literally the operating system we've run for fifteen years.

CTA [Learn what LUV does every day \(link in bio\).](#)

Day 5: The Ask

Goal: convert attention into a gift. The hardest-working day.

IG / FACEBOOK CAPTION

Headlines fade. The work doesn't.

\$25/month joins The Stitch and gets you a Resilient patch in the mail. Every gift keeps LUV's work going long after this story stops trending.

Hate moved fast. Love can move faster, if enough of us choose it today.

X POST

The news cycle moves on in days. LUV's work doesn't. \$25/month = The Stitch + a Resilient patch. Choose LUV.

CTA **Join The Stitch (link in bio).**

Day 6: Community Amplification

Goal: turn followers into sharers, not just likers.

IG / FACEBOOK CAPTION

You don't need a heart sculpture to choose love. You just need to share this.

Tag someone who'd want to know this story. Repost it. Say the line out loud if that's all you've got today: Choose LUV.

This only works if it travels.

X POST

Don't have \$25? Don't have a platform? You still have a retweet. Choose LUV.

CTA **Share and tag a friend.**

Day 7: What's Next

Goal: momentum, point to the Breakfast, close the week with a forward look.

IG / FACEBOOK CAPTION

This isn't a one-week story. It's a fifteen-year one.

Join us at the Restoring LUV Breakfast, August 21, free, and be part of what comes after the headlines.

When hate appeared in Grant Park, Chicago chose LUV. Now it's your turn.

X POST

Restoring LUV Breakfast. Aug 21. Free. This is where the story keeps going after the news cycle stops. Choose LUV.

CTA **RSVP for the Restoring LUV Breakfast.**

USE ANYTIME **Standalone Caption Library**

Not tied to a specific day. Grab any of these when you need a post and don't want to build one from scratch.

- Love isn't a feeling here. It's a method, and it's how we answered hate.
- Hate picked a public park. We picked a heart.
- Resilient: a quilted heart, stronger for every seam. Sound familiar?
- Choosing love is something you do, not something you feel.
- 87% of LUV's students land a job after our program. That's what almost fifteen years of restorative practice builds.
- We didn't write a press release first. We brought back a heart.

X Headline-Style Posts

Short, news-style, no hashtags needed. These work as standalone tweets or thread openers.

- Hate showed up in Grant Park. Chicago answered with a heart.
- A 5-year-old sculpture just became the most important symbol in Chicago this week.
- NBC5, ABC7, WGN9, and AP are all covering the same heart. Here's why.
- LUV Institute didn't build a new symbol for this moment. They already had one waiting.
- \$25 a month. One mailed patch. One young person closer to a career. Choose LUV.
- August 21. Free breakfast. The next chapter of a story that started with a burning cross.

Hashtag Recommendations

CAMPAIGN-SPECIFIC, USE EVERY POST

#ChooseLUV #LUVInstitute

STORY-SPECIFIC, DAYS 1-3, ART / INCIDENT POSTS

#Resilient #GrantPark #ChicagoChoosesLUV

MISSION / CAUSE, DAYS 4-7, MISSION / ASK POSTS

#RestorativePractice #ChicagoYouth #YouthEmpowerment #InvestInYouth

EVENT-SPECIFIC, DAY 7 AND BREAKFAST POSTS

#RestoringLUVBreakfast

Keep it to 3–5 hashtags per post. More than that reads as desperate, not discoverable.

CTA Variations

Rotate so the feed doesn't read like a donation form on repeat.

- Choose LUV.
- Join The Stitch (link in bio).
- Share if you're in.
- Tag someone who needs this story.
- RSVP for the Breakfast, free, Aug 21.
- Read the full story.
- Follow for what's next.

FIVE READY-TO-SHOOT IDEAS **Short-Form Video / Reels**

Concepts

Concept 1: “The Heart That Waited”

NEEDS SIGN-OFF *Opening line flagged, same sign-off as the posting sequence.*

HOOK, FIRST 3 SECONDS

Close-up on the Resilient sculpture, text overlay: “This heart is 5 years old.”

VISUAL

Slow pan across the quilted surface, then cut to wide shot in Grant Park.

TEXT OVERLAYS

“Built for LUV's Parade of Hearts” → “A burning cross appeared in this park” → “The Park District asked LUV to bring it back” → “We placed it exactly where the hate had been.”

CAPTION

Some symbols are built years before they find their moment. Choose LUV.

Concept 2: “Say It in 3 Words”

HOOK, FIRST 3 SECONDS

Cosette on camera, direct to lens: “Choose. LUV. That's it.”

VISUAL

Simple talking-head, jump cuts on each beat for energy.

TEXT OVERLAYS

“CHOOSE LUV” appears bold on screen as she says it.

CAPTION

Three words. One choice. Here's what they mean.

Concept 3: “87% Isn't Luck”

HOOK, FIRST 3 SECONDS

Fast text-on-screen: “87% of LUV students get a job. Here's why that number matters this week.”

VISUAL

Quick cuts of program photos, training, CNA, leadership, intercut with the Resilient sculpture.

TEXT OVERLAYS

“Almost fifteen years.” → “Restorative practice.” → “Real career training.” → “This is how we answered hate.”

CAPTION

Numbers don't lie. Neither does almost fifteen years of practice.

Concept 4: “The Patch”

NEEDS SIGN-OFF *Confirm patch fulfillment is real before this ships. See the flag in the Donor Deck Toolkit.*

HOOK, FIRST 3 SECONDS

Close-up of hands unwrapping a mailed Resilient patch.

VISUAL

Patch reveal, then cut to someone sewing or displaying it.

TEXT OVERLAYS

“\$25/month = this patch + a young person's career path.”

CAPTION

It's small. It means everything. Join The Stitch.

Concept 5: “What Reporters Asked Us”

HOOK, FIRST 3 SECONDS

Text overlay on black: “A reporter asked us why we got involved. Here's the real answer.”

VISUAL

Cosette answering directly to camera, calm, no graphics needed.

TEXT OVERLAYS

None during her answer. Let it breathe.

CAPTION

No spin. Just the truth. Choose LUV.

THE NOMINATION LOOP **The Choose LUV Challenge**

Built for this moment, not borrowed wholesale from the Ice Bucket Challenge or any other viral mechanic.

The Four Steps

- Stop by Resilient in Grant Park.
- Take a photo.
- Post it, tag #ChooseLUV.
- Nominate three people to do one of three things this week: visit, give \$5, or just share the story.

That's the whole ask. No stunt, no dare, no spectacle. It works precisely because it doesn't ask anyone to perform anything. It's quiet. It's an act of choosing love. It's about doing one true thing.

If Someone Pushes Back Publicly

“Isn't this exploiting what happened?” Here's the line, consistent with the Media Messaging Guide:

We're not asking anyone to perform anything. We're asking people to do what already works: choose love, then pass it on. That's been our whole approach to this since day one.

If Park District Clearance Is Secured for a Sign or Table

- Small sign near, not on, the sculpture: “Choose LUV” with a QR code to the donation/share page. No mention of the incident on the sign itself. The story lives online, not on a placard next to a memorial.
- Optional staffed moment, Friday through Sunday only, peak foot traffic: one person handing out a free “Choose LUV” sticker. Low cost, low friction, no ask attached to the sticker itself.
- Whoever staffs it should know the Media Messaging Guide's Language to Avoid section cold. That person is the on-the-ground crisis line if a reporter wanders over.

UGC Management, the Actual Growth Engine

Not the hashtag. This is what makes it work.

Every tagged photo gets reshared to Stories within a few hours, with credit. Reply to every comment. The algorithm rewards speed and reciprocity more than it rewards clever copy. Assign one person this week whose only job is watching the hashtag.

Guardrails for This Window

- No “challenge” language that implies a dare.
- No urgency language that implies manufactured hype: “don't miss out,” “going viral right now.”
- Let the action speak. Confident and calm outperforms hype, every time.

The bigger risk isn't that this doesn't spread. It's that it spreads for the wrong reason. Never let it sound like LUV is capitalizing on what happened. That rule applies double during any festival or public-event window, when crowds are in a different headspace than a news audience.