



ACTIVATION TOOLKIT

Website Messaging Toolkit

Prepared for LUV Institute
by ClickLoop Digital

July 2026 · Companion to the Brand Messaging Framework

QUICK START

If You're Building the Site Today

The five things you'll reach for most. Full page-by-page copy, including headline options, section copy, and message rules, starts on the next page.

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

HOMEPAGE PRIMARY CTA **Choose LUV. Build Resilience.**

DONATE PAGE HEADLINE **Choose LUV with a Gift**

DONATE CTA **Choose LUV with a Gift / Join The Stitch**

FOOTER CTA **Choose LUV. Build resilience.**

Recommended nav order: Home · The Story Behind Resilient · Programs · Impact · About LUV · Partner · Donate · Restoring LUV Breakfast

STITCHING RESILIENCE INTO CHICAGO **Purpose of This Toolkit**

This toolkit provides website-ready messaging for LUV Institute's public-facing digital presence.

The website should do three things clearly:

- Explain what LUV does.
- Connect the Grant Park moment to LUV's deeper mission.
- Invite visitors to give, partner, share, attend, or learn more.

The core message should stay consistent throughout the site:

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.

Copy below is organized page by page, ready to paste directly into the site. Where multiple options are given, the recommended choice is marked.

PAGE ONE **Homepage**

Hero Section

HEADLINE OPTION 1

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

HEADLINE OPTION 2

For nearly fifteen years, LUV has been stitching resilience into Chicago's young people.

HEADLINE OPTION 3

Broken things do not have to stay broken.

RECOMMENDED HEADLINE

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

HERO SUBHEADLINE

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

The stitched heart named Resilient gave Chicago a visible picture of what LUV has been building for nearly fifteen years.

PRIMARY CTA **Choose LUV. Build Resilience.**

SECONDARY CTA **Learn the Story Behind Resilient.**

Opening Section

SECTION HEADLINE

Grant Park Was Not the Beginning of the Story.

SECTION COPY

When hate appeared in Grant Park, LUV did not have to invent a response. It revealed one.

A stitched heart named Resilient was placed where hate tried to leave its mark. But that heart was not just art. It was the mission made visible.

For nearly fifteen years, LUV has helped trauma-impacted young people build emotional strength, practical skills, confidence, and the opportunity to create a different future.

Grant Park was simply the moment Chicago got to see what resilience looks like.

CTA

Read the Story.

Mission Section

SECTION HEADLINE

We Build Resilience.

SECTION COPY

LUV Institute helps young people build something the world cannot take away: resilience.

Through restorative practice, social-emotional learning, mentorship, and hands-on career training, LUV helps trauma-impacted young people move from pain to possibility, from survival to strength, and from uncertainty to a future they can help write.

SUPPORTING LINE

Resilience is not a slogan at LUV. It is the work.

Symbol Section

SECTION HEADLINE

Why the Heart Has Stitches

SECTION COPY

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

A stitched heart says something happened here. There was pain. There was damage. There was repair. But the story did not end there.

The stitches do not hide the wound. They honor the healing. That is what LUV does every day with young people across Chicago.

SUPPORTING LINE

The stitched heart is more than a symbol. It is the mission made visible.

Programs Section

SECTION HEADLINE

Resilience Takes Practice.

SECTION COPY

Resilience is not built in a single moment. It is built through relationships, structure, opportunity, and consistency.

LUV's programs combine restorative practice, social-emotional learning, mentorship, and hands-on career training to help young people build the strength, skills, and confidence to thrive in college, careers, and life.

PROGRAM BRIDGE COPY

Every program at LUV is designed to help young people answer one deeper question: what future can I build beyond what hurt me?

Impact Section

SECTION HEADLINE

The Work Is Already Changing Lives.

SECTION COPY

For nearly fifteen years, LUV has helped young people across Chicago build resilience, confidence, practical skills, and pathways into the future.

Confirm current figures before print:

- 3,200 students served.
- 87% job placement rate.
- 72% four-month job retention rate.
- Training across CNA, entrepreneurship, leadership, media, and the arts.
- Grant funding from the NBA Foundation.
- Featured by NBC5, ABC7, WGN9, and AP.

SUPPORTING LINE

The numbers matter because every number represents a young person learning that broken things do not have to stay broken.

PAGE TWO **Donate Page**

This page should stay lean: one headline, one trust line, the embed, done. More copy on a donation page lowers conversion, not raises it. Don't bury the form under proof sections or a long case for giving; that case already got made on the landing page.

PAGE STRUCTURE, IN ORDER

- Headline
- One-time / Monthly choice, presented as equal options, not monthly-as-upsell
- Suggested amount chips, quick-select, not a wall of text
- One trust and security line
- Bridge line, directly above the embed
- The embed itself
- Quiet Stitch mention for one-time givers who might want to go monthly instead

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.

SUGGESTED GIFT AMOUNTS

Tied to the quilt metaphor, not to program-cost claims. If real cost-per-outcome numbers become available, these can be swapped for impact-specific tiers, which would be a stronger ask.

- \$25: A stitch in the quilt.
- \$50: A patch of support.
- \$100: A full square.
- \$250: A cornerstone gift.
- 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 sign-off: confirm the patch is actually in production before this line goes live. Promising a physical item that can't ship turns 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.

BRIDGE LANGUAGE FOR THE GIVING PLATFORM

The handoff problem: a generic embedded donation form doesn't feel on-brand, and that's the exact moment someone's emotional momentum can stall. One line directly above the widget keeps the thread connected.

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.

PAGE TWO-B **Thank-You Page**

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 fulfillment confirmation, same flag as the Donate Page.

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.

PAGE THREE **About Page**

ABOUT PAGE HEADLINE

Helping Young People Build What the World Cannot Take Away.

ABOUT PAGE OPENING COPY

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 helped 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.

Belief Section

SECTION HEADLINE

Broken Things Do Not Have to Stay Broken.

SECTION COPY

LUV's work is rooted in a simple 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.

Difference Section

SECTION HEADLINE

More Than Job Training. Preparation for Life.

SECTION COPY

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.

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

PAGE FOUR **Resilient / Grant Park Story Page**

PAGE HEADLINE

The Story Behind Resilient

PAGE SUBHEADLINE

When hate appeared in Grant Park, LUV responded with a stitched heart because resilience is what LUV has been building for nearly fifteen years.

PAGE BODY COPY

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. It was simple. It was visible. It was powerful. But it was not separate from LUV's mission. It was the mission made visible.

For nearly fifteen years, LUV has helped trauma-impacted young people learn that they do not have to become what hurt them. They can heal. They can grow. They can build confidence, skills, and a future that belongs to them.

The heart was stitched because healing is part of the story.

Grant Park was not the beginning of LUV's story. It was the moment Chicago got to see it.

PAGE CTA

Help Carry the Story Forward.

PAGE FIVE **Partners Page**

PAGE HEADLINE

Stand With LUV. Help Build Resilience in Chicago's Next Generation.

PAGE SUBHEADLINE

Partnership with LUV is a visible commitment to healing, opportunity, workforce readiness, and community strength.

PAGE BODY COPY

Chicago does not need more statements. It needs visible commitments to repair, opportunity, and resilience.

A partnership with LUV connects your organization 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.

PARTNER CTA

Partner With LUV.

PAGE SIX **Events / Restoring LUV Breakfast Page**

PAGE HEADLINE

Resilience Wins.

PAGE SUBHEADLINE

Join LUV Institute for the Restoring LUV Breakfast as we turn a moment of attention into lasting support for Chicago's young people.

EVENT PAGE COPY

When hate appeared in Grant Park, LUV showed Chicago what resilience looks like. But that moment was not the beginning of LUV's story.

For nearly fifteen years, LUV Institute has helped trauma-impacted young people build emotional strength, practical skills, confidence, and career pathways. The stitched heart named Resilient gave Chicago a visible picture of that work.

The Restoring LUV Breakfast is the next step: a gathering of donors, partners, civic leaders, board members, alumni, and community allies who want to help carry this work forward.

Together, we can help build what hate cannot destroy.

EVENT CTA **Attend the Breakfast.**

SPONSOR CTA **Sponsor the Breakfast.**

SITEWIDE **Footer, Navigation & Message Rules**

Footer / Sitewide Language

FOOTER DESCRIPTION

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

FOOTER CTA

Choose LUV. Build resilience.

Recommended Website Navigation

- Home
- The Story Behind Resilient
- Programs
- Impact
- About LUV
- Partner
- Donate
- Restoring LUV Breakfast

Website Message Rules

- Lead with resilience.
- Connect Grant Park to LUV's long-term work.
- Do not let the site become only about the incident.
- Do not bury the youth development story under the public moment.
- Do not lead with generic program language.
- Use the stitched heart as the emotional and visual anchor.
- Make the donor, partner, parent, student, and public audience feel invited into the same story.

Always return to the central 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.
