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**PRINT THIS. BRING IT TO THE EVENT.**

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# **Restoring LUV Breakfast Day-Of Command Sheet**

Prepared for LUV Institute  
**by ClickLoop Digital**

July 2026 · Run-of-Show Companion to the Strategy & Messaging Bank

AT A GLANCE

# The Morning, In Order

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*This is the only page you need in your hand while the breakfast is running. Full scripts, signage, and materials copy follow.*

- 0:00–0:05 Welcome & Opening**
- 0:05–0:10 The Grant Park Moment**
- 0:10–0:15 Why the Stitches Matter**
- 0:15–0:25 LUV's Fifteen-Year Story**
- 0:25–0:35 Student / Alumni Story**
- 0:35–0:42 Impact and Proof**
- 0:42–0:52 Giving Moment**
- 0:52–0:58 Thank You & Closing**
- 0:58–1:00 Final CTA / QR Reminder**

*Theme: Resilience Wins. Ask line: Choose LUV. Build resilience. If the room feels heavy: "This story includes pain, but it does not end in pain."*

## SECTION ONE Program Flow & Run of Show

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The breakfast should feel like a story unfolding. Not a sequence of speeches. Not a standard nonprofit program. A story.

The emotional arc should be:

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**Attention → Meaning → Mission → Proof → Invitation → Action**

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### Suggested Flow

#### 1. WELCOME

Set the tone with warmth, gratitude, and clarity.

*Message: Thank you for being here. Today is about more than an event. It is about helping carry forward a story Chicago has now seen in a powerful way.*

#### 2. THE GRANT PARK MOMENT

Briefly name what happened. Do not dwell there. Use it as the doorway into the deeper story.

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

#### 3. THE STITCHED HEART

Tell the story of Resilient. Explain why the stitches matter.

*Message: The heart was stitched because healing is part of the story. The stitches do not hide the wound. They honor the healing.*

#### 4. THE FIFTEEN-YEAR STORY

Move from public moment to mission.

*Message: Grant Park was not the beginning of LUV's story. It was the moment Chicago got to see what LUV has been building for nearly fifteen years.*

#### 5. STUDENT / ALUMNI STORY

Let the mission become human. This should be the emotional center of the event.

*Ideal story arc: before LUV, trauma or uncertainty shaped the story. Through LUV, the young person built support, confidence, skills, and resilience. After LUV, the young person is writing a different future.*

#### 6. IMPACT AND PROOF

Use numbers only after the story.

*Message: The stories are personal, but the work is measurable.*

Include confirmed proof points: 3,200 students served, 87% job placement rate, 72% four-month job retention rate, grant funding from the NBA Foundation, and coverage from NBC5, ABC7, WGN9, and AP.

### 7. GIVING MOMENT

Make the ask clear, direct, and emotionally connected.

*Message: Your gift helps build what hate cannot destroy.*

### 8. CLOSING

End with the campaign line and invitation.

*Message: Resilience Wins. Choose LUV. Build resilience.*

## Run of Show: 60 Minutes

### 0:00–0:05: WELCOME AND OPENING

Host welcomes guests, thanks sponsors, and names the theme.

*Core line: Today is about more than a breakfast. It is about helping carry forward a story Chicago has now seen in a powerful way.*

### 0:05–0:10: THE GRANT PARK MOMENT

A short visual or verbal recap of the public moment. Do not over-explain the incident. Keep the focus on LUV's response.

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

### 0:10–0:15: WHY THE STITCHES MATTER

This is where the stitched heart becomes the emotional anchor. Use visuals: the stitched heart, needle and thread, or a short slide with the line: “The stitches do not hide the wound. They honor the healing.”

*Core line: The heart was stitched because healing is part of the story.*

### 0:15–0:25: LUV'S FIFTEEN-YEAR STORY

Connect the public moment to the long-term mission.

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

### 0:25–0:35: STUDENT / ALUMNI STORY

One strong story beats five generic testimonials. The story should show transformation: before LUV, through LUV, after LUV.

### 0:35–0:42: IMPACT AND PROOF

Share confirmed outcomes and program impact. Keep it human. Do not overdo the data.

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

**0:42–0:52: GIVING MOMENT**

Make the ask. Give people a clear path. Tie every gift back to building resilience.

*Core line: Your gift helps build what hate cannot destroy.*

**0:52–0:58: THANK YOU AND CLOSING INVITATION**

Thank guests. Repeat the campaign line.

*Core line: Resilience Wins. Choose LUV. Build resilience.*

**0:58–1:00: FINAL CTA / QR REMINDER**

Display QR code and giving options on screen. Keep the message simple.

*Core line: Help stitch resilience into Chicago's future.*

## SECTION TWO **Scripts & Remarks**

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### **Opening Remarks**

Good morning, and thank you for being here.

Today is about more than a breakfast. It is about a story. A story that became visible in Grant Park, but began long before that moment.

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

A stitched heart named Resilient was placed where hate tried to leave its mark. To many people, that heart was a beautiful response. To LUV, it was something even deeper. It was the mission made visible.

For nearly fifteen years, LUV Institute has been helping young people build emotional strength, practical skills, confidence, and real pathways into college, careers, and life. In other words, LUV has been building resilience.

Today, we gather to honor that work, to celebrate the young people at the center of it, and to invite each of us to help carry it forward.

Because broken things do not have to stay broken. And together, we can help build what hate cannot destroy.

### **Short Host Welcome**

Good morning, everyone. Thank you for joining us for the Restoring LUV Breakfast.

This year's theme is simple: Resilience Wins.

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 the lives of young people who have been building strength, confidence, skills, and futures with LUV Institute.

Today, we are here to help carry that work forward.

### **Giving Moment Script**

When hate appeared in Grant Park, many people saw a public response. But today, we know the deeper story.

The stitched heart named Resilient was not separate from LUV's mission. It was the mission made visible.

For nearly fifteen years, LUV has helped young people believe that broken things do not have to stay broken. That trauma does not have to write the ending. That pain does not get the final word.

LUV helps young people build emotional strength.

Practical skills.

Confidence.

Support.

Opportunity.

A future they can help write.

Today, your gift helps carry that work forward. You are not just responding to one moment. You are helping build what hate cannot destroy. You are helping a young person build resilience that can last for life.

So today, we invite you to choose LUV. Build resilience. And help stitch resilience into Chicago's future.

## Stronger Giving Moment Option

There are two ways this moment can go. It can become a headline that fades. Or it can become a turning point.

The cameras will leave. The work will not.

The young people LUV serves still need mentors, programs, training, support, relationships, and opportunities. They still need places where they are not defined by what happened to them. They still need people who believe their story is not over.

That is what your gift makes possible. Your gift helps LUV continue building resilience in young people who deserve the chance to write a different future.

This is how we answer hate. Not only with a heart in a park. But with years of work.

**With young people.**

**With opportunity.**

**With resilience.**

**With LUV.**

## Host / Emcee Transition Lines

### SHORT TRANSITION LINE

*That is what resilience looks like.*

### AFTER STUDENT STORY

*That story is why we are here. Not simply to admire resilience, but to help build it.*

**BEFORE GIVING MOMENT**

*Now we have a chance to move from being inspired by the story to becoming part of it.*

**BEFORE CLOSING**

*Grant Park gave Chicago a picture of the work. Today, this room helps carry the work forward.*

**IF THE ROOM FEELS HEAVY**

*This story includes pain, but it does not end in pain. That is why we are here. We are here because broken things do not have to stay broken.*

**IF INTRODUCING A DONOR OR SPONSOR**

*Our partners help make this work possible, not because they are responding to one moment, but because they believe in the future LUV is building every day.*

## SECTION THREE **Print & On-Screen Materials**

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### **Giving Levels Language**

#### **GENERAL GIVING HEADER**

**Help build what hate cannot destroy.**

Your gift helps LUV continue building resilience in Chicago's young people through restorative practice, mentorship, social-emotional learning, and hands-on career training.

#### **\$50**

Helps provide materials, meals, transportation support, or program resources that make participation possible.

#### **\$150**

Helps support mentorship, training, and hands-on learning experiences for young people building confidence and skills.

#### **\$500**

Helps fund deeper program support, coaching, and career-readiness experiences for young people preparing for college, careers, and life.

#### **\$1,500**

Helps sustain the relationships, training, and support young people need to build resilience over time.

#### **\$5,000+**

Helps expand LUV's ability to serve more young people and strengthen pathways into opportunity, healing, and long-term success.

#### **PREFER A MONTHLY GIFT INSTEAD?**

Point them to The Stitch: \$25 a month or more joins LUV's monthly giving circle and gets a hand-numbered Resilient patch in the mail. Same commitment to the work, different rhythm.

#### **GIVING LEVEL FOOTER**

*Every gift helps stitch resilience into Chicago's future.*

### **Pledge Card Copy**

#### **HEADER**

**Choose LUV. Build Resilience.**

#### **BODY COPY**

Your gift helps trauma-impacted young people build emotional strength, practical skills, confidence, and real pathways into college, careers, and life.

You are not just responding to one moment. You are helping stitch resilience into Chicago's future.

#### GIVING OPTIONS

- I want to help build resilience.
- One-time gift: \$ \_\_\_\_\_
- Monthly gift: \$ \_\_\_\_\_
- Sponsor a young person: \$ \_\_\_\_\_
- Other: \$ \_\_\_\_\_

#### CLOSING LINE

*Broken things do not have to stay broken.*

## Table Card Copy

#### FRONT

**Resilience Wins.**

#### BACK

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.

**Your gift helps build what hate cannot destroy. Choose LUV. Build resilience.**

#### ALTERNATE TABLE CARD

*The stitches do not hide the wound. They honor the healing.*

Every stitch says something happened here, but the story did not end here. For nearly fifteen years, LUV has helped young people build that same resilience.

## Slide / Screen Copy

#### OPENING SLIDE

**Resilience Wins. Choose LUV. Build resilience.**

#### GRANT PARK SLIDE

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

#### STITCHED HEART SLIDE

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

#### MISSION SLIDE

LUV helps young people build what the world cannot take away: Resilience.

**STORY SLIDE**

Before LUV, trauma can write the story. After LUV, young people learn to write their own.

**IMPACT SLIDE**

The work is already changing lives.

**GIVING SLIDE**

Help build what hate cannot destroy.

**CLOSING SLIDE**

**Broken things do not have to stay broken. Resilience Wins. Choose LUV. Build resilience.**

## Event Signage Copy

**WELCOME SIGN**

Welcome to the Restoring LUV Breakfast: Resilience Wins.

**ENTRY SIGN**

For nearly fifteen years, LUV has been stitching resilience into Chicago's young people. Today, we help carry that story forward.

**STAGE BACKDROP**

Resilience Wins. Choose LUV. Build resilience.

**DONATION STATION**

Help build what hate cannot destroy.

**QR CODE SIGN**

Your gift helps stitch resilience into Chicago's future. Scan to give.

**STORY WALL**

Every stitch tells a story.

**EXIT SIGN**

Thank you for helping stitch resilience into Chicago's future.