



ACTIVATION TOOLKIT

Restoring LUV Breakfast Strategy & Messaging Bank

Prepared for LUV Institute
by **ClickLoop Digital**

July 2026 · Planning companion to the Day-Of Command Sheet

Contents

Restoring LUV Breakfast: Strategy & Messaging Bank

Quick Start	3
Purpose of This Toolkit	4
1. Campaign Foundation	5
2. Event Copy & Outreach	8
3. Visual Direction & Activation	12
4. Board & Promotion	14
5. Follow-Up & Guardrails	18

COMPANION DOCUMENT

For run of show, scripts, and print/signage copy, see the Day-Of Command Sheet.

QUICK START

The Five Lines That Carry This Campaign

If you only take five things from this toolkit, take these. Full positioning, copy, and outreach language follows.

EVENT THEME **Resilience Wins.**

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

THE “ONLY” STATEMENT **Only LUV could answer a symbol of hate with a stitched heart named Resilient.**

SPONSOR ASK **Stand with LUV. Help build resilience in Chicago's next generation.**

GIVING LINE **Your gift helps build what hate cannot destroy.**

Strategic question for every asset: does this help people believe the “only” statement above? If yes, keep it. If no, cut it.

RESILIENCE WINS **Purpose of This Toolkit**

The Restoring LUV Breakfast is not simply an annual fundraising event.

It is the next chapter of the Grant Park story.

The public moment captured attention.

The breakfast turns that attention into action.

This toolkit gives LUV Institute the language, structure, and campaign assets needed to position the breakfast as a powerful fundraising and community-building moment.

The goal is to help donors, sponsors, board members, civic leaders, faith leaders, alumni, partners, and community allies understand one 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.

Now, the breakfast is where people get to help carry that work forward.

CHAPTER ONE Campaign Foundation

Campaign Positioning

CORE EVENT IDEA

The Restoring LUV Breakfast is a gathering of people who believe broken things do not have to stay broken.

It is a moment to honor what happened in Grant Park, but not stop there. The deeper purpose is to turn public attention into lasting support for LUV's work with Chicago's young people.

This is not just a breakfast. It is a conversion moment.

A conversion from awareness to giving.

From sympathy to commitment.

From public attention to lasting support.

From “that was powerful” to “I want to help carry this forward.”

EVENT THEME

Resilience Wins.

SUPPORTING LINE

Choose LUV. Build resilience.

CAMPAIGN MESSAGE

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 real pathways into college, careers, and life. The stitched heart named Resilient gave Chicago a visible picture of that work.

The Restoring LUV Breakfast is the next step: a chance for donors, partners, and community leaders to help carry this work forward. Together, we can help build what hate cannot destroy.

WHAT THE BREAKFAST MUST MAKE PEOPLE BELIEVE

By the end of the breakfast, every guest should believe:

- LUV's response in Grant Park was not a one-time gesture. It was proof of a fifteen-year mission.
- The stitched heart was not just art. It was a symbol of what LUV does every day: helping young people build resilience after harm, trauma, and uncertainty.
- And my gift helps that work continue.

The “Only” Statement

This is the brand thesis behind the breakfast.

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.

That is the “only.”

That is the moat.

That is what no other organization can copy.

Not because they lack the words.

Because they lack the history.

STRATEGIC QUESTION

Every breakfast message, speech, invitation, table card, slide, sponsor ask, and follow-up should answer one question:

How does this help people believe that statement?

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

Event Theme Options

RECOMMENDED THEME

Resilience Wins.

This is the strongest event theme because it is short, memorable, emotionally clear, and directly tied to both the Grant Park response and LUV's long-term mission. It also gives the breakfast a strong rallying cry without making the event feel heavy or reactive.

ALTERNATE THEME OPTIONS

- **Stitching Resilience Into Chicago:** best for deeper campaign language, sponsor decks, and donor follow-up.
- **Broken Things Do Not Have to Stay Broken:** best for emotional remarks, table cards, and giving moments.
- **Choose LUV. Build Resilience.:** best as the call to action.
- **The Story Did Not End There:** best for storytelling sections or alumni features.
- **Help Build What Hate Cannot Destroy:** best for giving moments and donation language.

RECOMMENDED USAGE

- Use Resilience Wins as the public-facing event theme.

- Use Choose LUV. Build Resilience. as the call to action.
- Use Stitching Resilience Into Chicago as the deeper campaign language in remarks, table cards, donor materials, sponsor language, and follow-up communications.
- Use Broken Things Do Not Have to Stay Broken as the emotional truth.
- Use Help Build What Hate Cannot Destroy as the fundraising invitation.

CHAPTER TWO **Event Copy & Outreach**

Event Description

SHORT EVENT DESCRIPTION

Join LUV Institute for the Restoring LUV Breakfast, a gathering of donors, partners, civic leaders, and community allies committed to building resilience in Chicago's young people.

When hate appeared in Grant Park, LUV responded with a stitched heart named Resilient. That moment captured attention. Now we have the opportunity to turn attention into lasting support.

For nearly fifteen years, LUV has helped trauma-impacted young people build emotional strength, practical skills, confidence, and real pathways into college, careers, and life.

Join us as we celebrate the work, honor the story, and help stitch resilience into Chicago's future.

LONGER EVENT DESCRIPTION

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

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

For nearly fifteen years, LUV has helped trauma-impacted young people build emotional strength, practical skills, confidence, and real pathways into college, careers, and life.

The Restoring LUV Breakfast is a chance to gather around that work, celebrate the young people and stories at the heart of LUV, and invite more people to help carry the mission forward.

Together, we can help build what hate cannot destroy.

ONE-SENTENCE DESCRIPTION

The Restoring LUV Breakfast turns the Grant Park moment into lasting support for LUV's work building resilience in Chicago's young people.

ONE-PARAGRAPH DESCRIPTION

The Restoring LUV Breakfast gathers donors, partners, civic leaders, alumni, board members, and community allies around LUV Institute's work building resilience in Chicago's young people. When hate appeared in Grant Park, LUV responded with a stitched heart named Resilient. But that response was not separate from LUV's mission. It was the mission made visible. This breakfast invites the community to help carry that work forward and build what hate cannot destroy.

Invitation Copy

EMAIL INVITATION

Subject: Join us for the Restoring LUV Breakfast

You're invited to join LUV Institute for the Restoring LUV Breakfast. This year's gathering comes at a powerful moment.

When hate appeared in Grant Park, LUV responded with a stitched heart named Resilient. That image moved people across Chicago because it gave the city something it needed: a picture of resilience.

But the deeper story did not begin in Grant Park. For nearly fifteen years, LUV has helped trauma-impacted young people build emotional strength, practical skills, confidence, and real pathways into college, careers, and life. The heart was the mission made visible.

Now we have an opportunity to carry that work forward. Join us for a morning of story, reflection, community, and action as we help stitch resilience into Chicago's future.

CTA Reserve Your Seat

WARMER BOARD / PERSONAL INVITE

I wanted to personally invite you to the Restoring LUV Breakfast. This year's gathering feels especially meaningful.

When hate appeared in Grant Park, LUV Institute responded with a stitched heart named Resilient. But that response was not separate from LUV's mission. It was the mission made visible.

For nearly fifteen years, LUV has helped Chicago young people build resilience, confidence, skills, and pathways into the future. The breakfast is a chance to hear the story, meet the people behind the work, and help carry it forward. I would love for you to join us.

SHORT INVITATION BLURB

Join LUV Institute for the Restoring LUV Breakfast as we gather around one simple truth: broken things do not have to stay broken.

Together, we'll celebrate LUV's work, honor the story behind Resilient, and help build what hate cannot destroy.

CALENDAR / EVENT LISTING COPY

The Restoring LUV Breakfast brings together donors, partners, civic leaders, board members, alumni, and community allies to support LUV Institute's work with Chicago's young people.

This year's theme, Resilience Wins, connects LUV's nearly fifteen years of youth development work with the stitched heart named Resilient that gave Chicago a powerful picture of healing, repair, and hope after hate appeared in Grant Park.

Sponsorship Language

SPONSOR POSITIONING

Sponsoring the Restoring LUV Breakfast is more than event support. It is a visible commitment to resilience, opportunity, healing, and Chicago's next generation.

When hate appeared in Grant Park, LUV showed Chicago what resilience looks like. Your sponsorship helps carry that work forward.

SPONSOR APPEAL

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

A sponsorship of the Restoring LUV Breakfast 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. It is a chance to help build what the city needs next.

SPONSOR CTA

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

SPONSOR DECK / ONE-PAGER LANGUAGE

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

This work helps young people build emotional strength, practical skills, confidence, and real pathways into college, careers, and life. At the Restoring LUV Breakfast, your organization will stand alongside community leaders, donors, partners, alumni, and advocates who believe broken things do not have to stay broken.

SPONSOR RECOGNITION LANGUAGE

Thank you to our sponsors for helping LUV continue building resilience in Chicago's young people. Your support helps turn public attention into lasting impact.

Because of you, more young people will have access to the relationships, training, mentorship, and support they need to build a future beyond what hurt them.

SPONSORSHIP FRAMING LINE

Your sponsorship does not just support an event. It helps stitch resilience into Chicago's future.

CHAPTER THREE **Visual Direction & Activation**

Visual Direction for the Breakfast

CORE DESIGN PRINCIPLE

The stitch should be used like music, not wallpaper. Use it where it adds meaning. Let white space do its job.

The goal is not to make the room look like a sewing theme. The goal is to make people feel repair, resilience, and beauty after harm.

STAGE / SCREEN

Use a clean cream or deep burgundy background. Display: Resilience Wins. Choose LUV. Build resilience. Add one subtle stitched thread line or stitched heart motif.

EMOTIONAL MOMENT

When explaining why the heart has stitches, use the strongest visual treatment:

- Stitched heart outline.
- Needle and thread.
- Cream textile background.
- Patchwork only at the edges.
- Line: “The stitches do not hide the wound. They honor the healing.”

TABLES

Use table cards with stitched borders. Keep them elegant. Not crafty.

DONOR / PLEDGE CARDS

Make the pledge card feel like a stitched patch:

- Cream background.
- Deep red headline.
- Subtle stitched edge.
- Small heart/thread icon.
- Clear giving options.

PHOTO BACKDROP

Use: Resilience Wins. Choose LUV. Build resilience. Add the stitched heart or thread motif as a secondary visual. Do not overcrowd the backdrop.

ROOM GRAPHICS

Use the stitch sparingly:

- Stage screen.
- Table cards.
- Giving cards.
- Pledge cards.
- One story wall.
- One photo moment.

Do not plaster stitches on every surface.

DESIGN GUARDRAIL

The stitch is not decoration. It is evidence.

Evidence that something was broken.

Evidence that someone cared enough to repair it.

Evidence that healing is possible.

Story Wall / Activation Idea

CONCEPT

Every Stitch Tells a Story

Create a visual installation where guests can write a short message, commitment, prayer, hope, or reason they choose LUV. Each card becomes a “stitch” in a larger heart, wall, or fabric-inspired display.

PROMPT OPTIONS

- I choose LUV because...
- Resilience means...
- A future I want for Chicago's young people is...
- Broken things do not have to stay broken because...
- I am helping stitch resilience into Chicago by...

PURPOSE

This gives guests a physical way to participate in the message. It turns the stitch from metaphor into action. It also creates social media content, donor follow-up material, and emotional proof from the room.

EXECUTION NOTE

Keep this elegant. Use high-quality cards, deep red and cream tones, and a clean installation. Avoid making it feel like a classroom craft activity. This should feel like a donor experience, not a youth group poster board.

CHAPTER FOUR **Board & Promotion**

Board Member Talking Points for the Breakfast

CORE LINE

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

30-SECOND VERSION

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

When hate appeared in Grant Park, LUV responded with a stitched heart named Resilient. But that response did not come out of nowhere. It was the public expression of what LUV has been building for nearly fifteen years.

The message is simple: broken things do not have to stay broken.

60-SECOND VERSION

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. But that heart was not just a response. It was the mission made visible.

For nearly fifteen years, LUV has helped trauma-impacted young people build emotional strength, practical skills, confidence, and career pathways.

The heart was stitched because healing is part of the story. That is what LUV does every day. It helps young people build a future beyond what hurt them.

WHAT BOARD MEMBERS SHOULD ASK FOR

- Invite people to attend.
- Invite people to sponsor.
- Invite people to give.
- Invite people to share the story.
- Invite people to open doors to funders, corporate partners, civic leaders, faith leaders, and media contacts.

BOARD MEMBER TEXT / EMAIL INVITE

I wanted to personally invite you to the Restoring LUV Breakfast. This year's gathering is especially meaningful.

When hate appeared in Grant Park, LUV Institute responded with a stitched heart named Resilient. But that response was not separate from LUV's mission. It was the mission made visible.

For nearly fifteen years, LUV has helped Chicago young people build resilience, confidence, skills, and pathways into the future. The breakfast is a chance to hear the story, meet the people behind the work, and help carry it forward. I would love for you to join us.

Social Copy for Breakfast Promotion

POST 1

When hate appeared in Grant Park, LUV showed Chicago what resilience looks like. Now we have the opportunity to carry that work forward. Join us for the Restoring LUV Breakfast as we gather around one simple truth: broken things do not have to stay broken. Resilience Wins. Choose LUV. Build resilience.

POST 2

The stitched heart named Resilient was not just a response. It was the mission made visible. For nearly fifteen years, LUV has helped Chicago young people build emotional strength, practical skills, confidence, and real pathways forward. Join us at the Restoring LUV Breakfast and help stitch resilience into Chicago's future.

POST 3

The cameras will leave. The work will not. Join LUV Institute for the Restoring LUV Breakfast and help build what hate cannot destroy. Resilience Wins.

POST 4

Every stitch tells a story. Every young person deserves the chance to build a future beyond what hurt them. Join us for the Restoring LUV Breakfast and help carry the story forward.

POST 5: SPONSOR FOCUS

Chicago does not need more statements. It needs visible commitments to healing, opportunity, and resilience. Sponsoring the Restoring LUV Breakfast helps LUV continue building resilience in Chicago's young people. Stand with LUV. Help build resilience in Chicago's next generation.

POST 6: BOARD / PERSONAL SHARE

I'm proud to support LUV Institute because this work helps young people believe broken things do not have to stay broken. When hate appeared in Grant Park, LUV responded with a stitched heart named Resilient. But that response was not separate from the mission. It was the mission made visible. Join us for the Restoring LUV Breakfast and help carry this work forward.

Email Sequence

EMAIL 1: SAVE THE DATE**Subject: Save the date: Restoring LUV Breakfast**

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 pathways into the future. This year's Restoring LUV Breakfast will gather donors, partners, civic leaders, alumni, and community allies around one message: Resilience Wins.

More details coming soon. For now, please save the date.

EMAIL 2: INVITATION**Subject: You're invited: Restoring LUV Breakfast**

You're invited to join LUV Institute for the Restoring LUV Breakfast. This year's gathering comes at a powerful moment.

When hate appeared in Grant Park, LUV responded with a stitched heart named Resilient. That image moved people across Chicago because it gave the city something it needed: a picture of resilience.

But the deeper story did not begin in Grant Park. For nearly fifteen years, LUV has helped trauma-impacted young people build emotional strength, practical skills, confidence, and real pathways into college, careers, and life. The heart was the mission made visible. Now we have an opportunity to carry that work forward.

CTA: Reserve Your Seat**EMAIL 3: WHY ATTEND****Subject: Why this breakfast matters**

The Restoring LUV Breakfast is more than an event. It is a chance to help turn public attention into lasting support.

The stitched heart named Resilient gave Chicago a visible picture of what LUV has been building for nearly fifteen years: resilience in young people who deserve a future beyond what hurt them. Your presence helps carry that work forward.

Join us as we gather around one truth: broken things do not have to stay broken.

CTA: Join Us**EMAIL 4: FINAL REMINDER****Subject: Last chance to join us**

There is still time to join us for the Restoring LUV Breakfast. This year, we gather around a simple message: Resilience Wins.

When hate appeared in Grant Park, LUV showed Chicago what resilience looks like. Now we have a chance to help carry that work forward.

CTA: Reserve Your Seat

EMAIL 5: POST-EVENT THANK YOU

Subject: Thank you for helping build resilience

Thank you for choosing LUV. At the Restoring LUV Breakfast, we gathered around a simple truth: broken things do not have to stay broken.

For nearly fifteen years, LUV has helped young people build resilience through restorative practice, social-emotional learning, mentorship, and hands-on career training. Grant Park gave Chicago a picture of that work. Your presence and support help carry it forward.

Because of you, more young people will have the chance to build emotional strength, practical skills, confidence, and a future beyond what hurt them. Thank you for helping stitch resilience into Chicago's future. Resilience Wins.

CHAPTER FIVE **Follow-Up & Guardrails**

Post-Event Donor Follow-Up

EMAIL

Subject: Your gift helps carry the story forward

Thank you for supporting LUV Institute. Your gift does more than respond to one moment. It helps build what hate cannot destroy.

Because of your support, LUV can continue helping trauma-impacted young people build resilience: emotional strength, practical skills, confidence, relationships, and real pathways into college, careers, and life.

Grant Park was the moment Chicago got to see the work. Your gift helps make sure the work continues.

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

SHORT DONOR NOTE

Thank you for helping build resilience. Your gift helps LUV continue the work that became visible in Grant Park but began nearly fifteen years ago in the lives of Chicago's young people.

Because of you, more young people can build confidence, skills, support, and a future beyond what hurt them.

Post-Event Social Recap

Resilience Wins.

At the Restoring LUV Breakfast, our community gathered to carry forward a story that began long before Grant Park.

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.

Thank you to every donor, sponsor, partner, board member, alumnus, volunteer, and community ally who chose LUV and helped build what hate cannot destroy.

Broken things do not have to stay broken.

Campaign Guardrails

LEAD WITH

- Resilience.

- The stitched heart.
- The young people.
- The transformation.
- The idea that Grant Park revealed LUV's work.
- The invitation to help carry the work forward.

DO NOT LEAD WITH

- Generic nonprofit language.
- Long organizational history.
- Program lists before the story.
- Statistics before emotion.
- The incident as the whole story.
- Love versus hate as the only frame.

REPEAT OFTEN

- Grant Park was not the beginning of LUV's story.
- The stitched heart was the mission made visible.
- The heart was stitched because healing is part of the story.
- The stitches do not hide the wound. They honor the healing.
- Broken things do not have to stay broken.
- Your gift helps build what hate cannot destroy.
- Resilience Wins.
- Choose LUV. Build resilience.

The Breakfast, Distilled

IN ONE SENTENCE

The Restoring LUV Breakfast turns the Grant Park moment into lasting support for LUV's work building resilience in Chicago's young people.

IN ONE PARAGRAPH

The Restoring LUV Breakfast gathers donors, partners, civic leaders, alumni, board members, and community allies around LUV Institute's work building resilience in Chicago's young people. When hate appeared in Grant Park, LUV responded with a stitched heart named Resilient. But that response was not separate from LUV's mission. It was the mission made visible. This breakfast invites the community to help carry that work forward and build what hate cannot destroy.

RESILIENCE WINS.

Not because hate disappeared. But because LUV keeps building what hate cannot destroy.

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.

The Restoring LUV Breakfast is where we help carry it forward.

Choose LUV. Build resilience.

Prepared by ClickLoop Digital · Strategic Messaging & Brand Architecture