

## Campaign Momentum Plan

How Choose LUV keeps moving after launch, from this week through the 15-year anniversary.

<b>NOW</b> Capture the Moment	<ul style="list-style-type: none"><li>• Launch the Choose LUV response hub and connect the donation path.</li><li>• Give Cosette and Dr. Upshaw media response language. Share first social posts.</li><li>• Send the Partner Amplification Kit to the board and key allies.</li></ul>
<b>NEXT</b> Amplify Through Partners	<ul style="list-style-type: none"><li>• Board, Park District contacts, pastors, interfaith and civic leaders share.</li><li>• Social posts and reels continue. Monthly donor CTA is introduced.</li></ul>
<b>JULY</b> Taste of Chicago / Grant Park Window	<ul style="list-style-type: none"><li>• Encourage visitors to find Resilient, take a photo, and share why they choose LUV.</li><li>• Park District and civic partners promote the installation; daily social prompts while foot traffic is high.</li></ul>
<b>LATE JULY – AUG</b> Bridge to the Breakfast	<ul style="list-style-type: none"><li>• Frame the Restoring LUV Breakfast as the next gathering point.</li><li>• Invite sponsors, donors, partners, board prospects, and civic leaders.</li></ul>
<b>FALL</b> Convert to Recurring Support	<ul style="list-style-type: none"><li>• Launch or strengthen the monthly donor campaign (The Stitch).</li><li>• Use Giving Tuesday as a focused push for new recurring donors.</li></ul>
<b>JANUARY</b> 15-Year Anniversary	<ul style="list-style-type: none"><li>• Use the anniversary as the launch moment for LUV's next chapter.</li><li>• Position the Grant Park response as the opening chapter of a broader visibility campaign.</li></ul>

### Resilience Wins.

*Every phase points back to the same line: broken things do not have to stay broken.*