

LUV INSTITUTE

HOW THIS SYSTEM WORKS

THE STRATEGIC THESIS

"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."

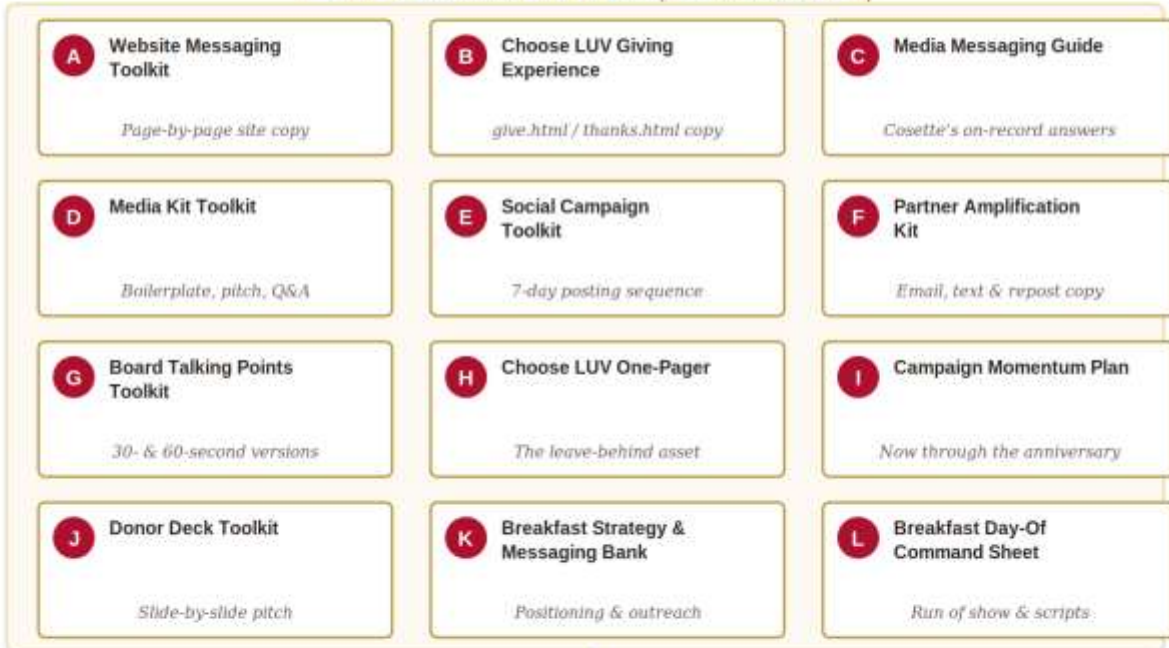
EVERY DOCUMENT BELOW EXISTS TO PROVE THAT STATEMENT

1 · THE STRATEGY

Brand Messaging Framework

The foundation. Every line in every appendix traces back here.

2 · THE ACTIVATION TOOLKITS (APPENDICES A-L)



3 · WHAT HAPPENS NEXT

Donors Give

Media Covers

Board Opens Doors

Partners Share

Chicago Chooses LUV

Resilience Wins.

Choose LUV. Build resilience.

Private and Confidential · Prepared for LUV Institute by ClickLoop Digital