



TOOLKIT FOR SUPPORTERS!

We are so grateful to have your support for our 2021 Love-a-thon for Justice! Our Love-a-thon is an opportunity for us to grow a community of care around survivors and around the Center. By engaging your colleagues and loved ones, you are inviting them to grow that network of support even deeper and further. Sharing about the Love-a-thon and why you care about the Center is an incredibly impactful way to invite new people into this work.

This toolkit is meant to offer resources that we hope will make that easier. We'll be adding even more here throughout the campaign, so please stay tuned!

Thank you for being part of our community 💜

IN THIS TOOLKIT:

1. [About the Love-a-thon for Justice](#)
2. [What We Need](#)
3. [Links](#)
4. [Graphics](#)
5. [Sample EMail/Social Media Language](#)
6. [Love-a-thon Calendar \(with outreach suggestions!\)](#)
7. [More Support](#)

ABOUT THE LOVE-A-THON FOR JUSTICE

The Chicago Torture Justice Center is the first and only center in the U.S. dedicated to repair with survivors of domestic torture. We have been without a physical space for almost 2 years and we can't wait to have a home again!

We finally secured a new building for our work, but it was left to us in an inaccessible state. We're eager to re-open and we need immediate support from our community to make our new home safe, accessible, and welcoming to survivors.

We need to raise \$150,000 to make repairs to the building before we can move in. You can help us get there!

The Center's new home will be in the former Woodlawn Mental Health Clinic, an epicenter of the community-led resistance to the 2012 closure of half of the city's public mental health care centers by Rahm Emanuel. We are proud and humbled to be opening within the lineage of that struggle, and with the support of many of those who continue to lead Chicago's Mental Health Movement.

It will take all of us to reach this goal! Donations of any amount are felt and make a difference, and we are also asking for your support in sharing our campaign widely.

WHAT WE NEED

- **You!** To spread the word about our work and what it means to you. People often give [when they know someone who cares about the cause, and when that person asks them.](#) As someone who is part of our community, you are a powerful advocate to grow our impact. Please extend the invitation to those around you!
- One-time donations are so meaningful to us.
- Recurring donations are a beautiful thing because they give the added gift of sustainability! Did you know that recurring donors [contribute 5 times more than one-time donors?](#)
- Because we're moving into a space that is brand new to us and that's been unoccupied, it will take some love and care to make it our home. In addition to financial support, we are also looking for [items and expertise that will make it whole and make it ours.](#)

LINKS

- [Love-a-thon homepage](#)
- [Donation page for one-time and recurring contributions](#)
- [The Woodlawn Mental Health Clinic and the Mental Health Movement in Chicago](#)
- [Other needs to make our new space a home](#)
- [More on CTJC's approach to Radical Resourcing](#)
- [Online shop with CTJC swag](#)

GRAPHICS

Looking for something to give visual life to your Love-a-thon outreach? Please share these widely:







Become a Love-a-thon Supporter!
chicagotorturejustice.org/loveathon2021



"We are inviting you into a process of repair,
 and the work is far from done. Reparation is
 something **we** must continue to build."

—Damon Williams, CTJC Community & Cultural Organizer



Learn more & Donate: bit.ly/loveathon2021

We welcomed 2,375 new participants in 2021.
You can help us create access to the
in-person healing services they deserve!



"It takes a village of concern
to **create light** in very dark places."
—Dr. Nate Gilham, CTJC Clinical Consultant



SAMPLE EMAILS AND SOCIAL MEDIA POSTS

Invitation Email:

Dear friends and family,

With the end of the year approaching, I know there is a lot coming at us, including requests for support from organizations we care about. I wanted to write you quickly about one that means a lot to me, the Chicago Torture Justice Center. Born out of Chicago's historic Reparations

Ordinance, CTJC is the first and currently only center dedicated to supporting survivors of police violence and torture.

After nearly 2 years without a physical home for in-person services, CTJC has finally secured a new space! It is in the former Woodlawn Mental Health Clinic, a critical site of community resistance to the 2012 mass closures of the city's public mental health clinics by Rahm Emanuel. CTJC is moving in with the support of many key leaders from Chicago's Mental Health Movement but before they can do that, they need our help to make needed renovations to the building.

The [2021 Love-a-thon for Justice](#) is focused on bringing in-person services back to the Center's new space, and to making that space a home for survivors of police violence.

Please [click here to join me in supporting this year's Love-a-thon with a one-time or recurring donation](#). Any gift of any amount is deeply appreciated and will help CTJC reach its \$150,000 goal! If a monetary gift is not something you can offer right now but you still want to support, please spread the word or [check this list for other needs](#)! It will take all of us to make the new Center a safe, welcoming, and accessible home for healing and repair.

Thank you so much!

Social media posts:

The Chicago Torture Justice Center is moving into a new home but they need our support to get there! You can join me in growing community around survivors by making a one-time or recurring donation: give.classy.org/loveathon2021

CTJC is the first and only center in the U.S. dedicated to supporting survivors of domestic torture, and they've been without a physical home for almost 2 years. Join the Love-a-thon to make sure they have what they need to move in! give.classy.org/loveathon2021

Help create a new home for healing with survivors of police violence. Join CTJC's Love-a-thon for Justice! give.classy.org/loveathon2021

LOVE-A-THON CALENDAR

What could an outreach plan look like for Love-a-thon supporters? Here is one suggestion -- please feel free to use it as is or let it inspire something else that works for you:

Week 1: Email your contacts about your relationship to the Center, why you care about this work, and the Love-a-thon.

Week 2: Share one of CTJC's [zines](#), [workbooks](#), [toolkits](#), or [videos](#) that is meaningful to you by email and/or on social media.

Week 3: Share a Love-a-thon graphic (see above) by email and/or on social media.

Week 4: Make calls and send texts to people from your list

Week 5: Send a final message thanking everyone on your list for their support and share a final update on the Love-a-thon!

We also wanted to share CTJC's overall calendar for the 2021 Love-a-thon:

Week of November 15: Love-a-thon launches!

Week of November 22: Sharing out our Love-a-thon Toolkit

Week of November 29: Launching our online store! (Plus: Giving Tuesday is November 30)

Week of December 6: Recurring donors gratitude and outreach!

Week of December 13: Looking back at 2021, sharing creative resourcing projects from the CTJC community

Week of December 20: Counting down to the end of the year

Week of December 27: Reflecting on our progress, imagining into the new year

ADDITIONAL SUPPORT

Have an idea about...

- Something special you'd like to host in support of CTJC?
- Someone you think we should be in conversation with?
- A resource we should know about as we prepare our new space?

Or could you use some...

- Practice making a call?
- Support in sending an email?
- More info about the Center?

Please reach out to Gina Tarullo, Director of Resource and Impact Support:

gina@chicagotorturejustice.org, (708) 567-7984 (calling or texting is okay!).