



CCIL Key Messages

Client: CCIL (formerly Chicago Christian Industrial League)
Agency: Taproot Foundation (Pro Bono)
Media: MS Word Deliverable for Use in All Marketing/PR
Audience: Prospective Donors
Message: CCIL empowers families to overcome homelessness.

10 Second Elevator Pitch

CCIL helps poor and homeless Chicago families rebuild their lives. CCIL provides housing, food and medical care while they're in transition and job training so they can get back on their feet.

Key Features of Our Products / Services

1. Programs that Bring and Keep Families Together
2. Employment Readiness Programs that Empower People
3. Basic Human Services for the Poor and Homeless while they Transition to Independence

Key Benefits of Our Products / Services

1. CCIL maintains and builds on the stability of the family.
2. CCIL gives people who are ready the tools to help themselves.
3. CCIL handles daily necessities so people can focus on rebuilding their lives.

Organization Description

- 17 Words:
CCIL empowers Chicago families to overcome poverty and homelessness. CCIL teaches self-reliance and supports families in transition.
- 26 Words
CCIL empowers Chicago families to overcome poverty and homelessness. CCIL teaches self-reliance through employment readiness and provides comprehensive basic human services while families rebuild their lives.
- 100 Words
Founded in 1909, CCIL empowers Chicago families to overcome poverty and homelessness by teaching self-reliance. CCIL provides comprehensive basic human services—including housing, meals and healthcare—so families can concentrate on rebuilding their lives. At CCIL's North Lawndale home, 22 families and 350 individuals receive long-term housing, food and healthcare, and CCIL's Food Pantry

supports 200 struggling North Lawndale families. Families referred to CCIL are prepared to help themselves, and CCIL's unique emphasis on employment readiness, including on-the-job training, empowers families to build financial security. Ongoing assistance ensures families enjoy continuing success, strengthening our community 572 households at a time.

- 253 Words

Founded in 1909, CCIL empowers Chicago families to overcome poverty and homelessness by teaching self-reliance. Families referred to CCIL are prepared to help themselves and fully benefit from CCIL's employment readiness programs. These programs allow guests to choose careers that fit their financial goals and personal capabilities, enabling them to build financial security. CCIL offers on-the-job training in foodservice, housekeeping and its flagship landscaping service, a self-supporting program in partnership with the City of Chicago and ARAMARK that earns 30% of CCIL's annual operating budget.

During this transition, CCIL provides comprehensive basic human services so families can concentrate on rebuilding their lives. At CCIL's North Lawndale home, 22 families and 350 individuals receive long-term housing, three meals a day and free onsite medical care provided by John H. Stroger Hospital of Cook County and Rush Medical Center. Every month, CCIL's Food Pantry distributes 9,000 pounds of groceries from Chicago Food Depository so 200 struggling North Lawndale families can afford to keep their homes.

Ongoing assistance ensures families enjoy continuing success. Each year CCIL's Center for Workforce Development teaches 600 families budgeting skills, and housing counselors help them find affordable apartments. CCIL offers troubled graduates steady access to counselors and addiction recovery experts and provides 6,600 hours of GED preparation for graduates pursuing higher education. Eight months after completing a CCIL program, a graduate is eligible to enroll in another one. Reaching 572 households at a time, CCIL is helping families end the cycle of poverty by building stability for themselves and their communities.

News Release Footer Boilerplate

Founded in 1909, CCIL empowers Chicago families to overcome poverty and homelessness by teaching self-reliance. CCIL provides comprehensive basic human services—including housing, meals and healthcare—so families can concentrate on rebuilding their lives. Families referred to CCIL are prepared to help themselves, and CCIL's unique emphasis on employment readiness enables families to build financial security. Ongoing assistance ensures families enjoy continuing success, strengthening our community with every household reached.

Key Messaging Variations per Audience

- **Restoring Families (Family-Focused Audience)**
CCIL's family housing ensures that Chicago families who have lost their homes don't lose each other.
 - **Individuals**
When Chicago families fall on hard times, CCIL provides a secure home where parents and children can rebuild their lives together.
 - **Corporations**
CCIL keeps Chicago families together, creating a strong foundation on which to rebuild their lives, their careers and their futures.
 - **Churches**
At CCIL, families regain a home and community, a plan for the future and the faith to see it through.

- **Poverty and Homelessness (Audience Concerned about Poverty and Homelessness)**
By offering long-term assistance to families who are prepared to help themselves, CCIL is able to effect permanent solutions to poverty and homelessness.
 - **Individuals**
To overcome the diverse causes of poverty and homelessness, CCIL creates individual plans that address guests' current situations and future goals.
 - **Corporations**
Financial security is the key to overcoming poverty, so CCIL helps guests increase their employability and manage their finances to build a stable future.
 - **Churches**
CCIL gives families food and housing today and the skills to provide for themselves for a lifetime.

- **Self-Reliance (Audience who wants to Help People Help Themselves)**
CCIL invests in families who are ready to invest in themselves.
 - **Individuals**
CCIL offers underskilled workers education and experience in fields that will support their families.
 - **Corporations**
CCIL's hands-on employment readiness programs teach skills in growth industries offering fair compensation and job security.
 - **Churches**
Faith urges charity, but good sense advises discretion. CCIL satisfies both with wise investments in families who ready to transform their lives.

Key Messaging Variations per Program

- Housing
 - Individuals
 - CCIL gives Chicago families the security of long-term housing so they can focus on transforming their lives.
 - Government
 - CCIL restores homeless Chicago families with long-term housing, including transitional residences and affordable housing assistance.
 - Foundations
 - CCIL addresses the fundamental problem of homelessness with long-term housing for families and individuals.
 - Churches
 - CCIL welcomes homeless Chicago families and individuals with long-term transitional housing and affordable housing assistance.
- Health
 - Corporations
 - Early diagnosis saves money and saves lives, so CCIL offers onsite health screenings for guests and for the North Lawndale community.
 - Foundations
 - CCIL's Healthy Bodies Healthy Minds clinic addresses guests' health problems so they can concentrate on rebuilding their lives.
- Rehabilitation
 - Individuals
 - CCIL supports guests recovering from substance abuse with drug- and alcohol-free housing, onsite counselors and 12-step programs.
 - Corporations
 - CCIL requires guests stay drug- and alcohol-free, hosts onsite 12-step programs for support and tests to ensure compliance.
 - Government
 - Many guests are referred from addiction recovery programs, so CCIL's housing is drug- and alcohol-free, with onsite counselors.
- Counseling
 - Corporations
 - CCIL guides guests and graduates to overcome psychological roadblocks and deal constructively with stress at home and work.
- Job Training
 - Corporations
 - CCIL's on-the-job training teaches guests vocational skills, good employment habits and the value of an honest day's work.
 - Government
 - CCIL provides vocational training, job-search and interview coaching and job placement services so guests can regain employment.
- Education
 - Corporations

- Through onsite literacy, GED and computer classes, CCIL helps guests increase their employability and transform their lives.
- Government
 - CCIL's literacy, pre-GED, GED and basic computer classes prepare guests for employment training, higher education and a better life.
- Children's Programs
 - Individuals
 - CCIL's After-School Program offers children tutoring and a place to make new friends, to ensure success in school and in life.
 - Corporations
 - CCIL's After-School Program gives parents peace-of-mind that their children are safe and supervised while they are at work.
 - Churches
 - CCIL's After-School Program creates a safe community where children make new friends and learn to get along with other kids.
 - Foundations
 - CCIL's After-School Program offers working parents a safe place for their children to socialize, learn and grow.
- Family Program
 - Individuals
 - When Chicago families fall on hard times, CCIL provides a secure home where parents and children can rebuild their lives together.
 - Churches
 - At CCIL, families regain a home and community, a plan for the future and the faith to see it through.
 - Corporations
 - CCIL keeps Chicago families together, creating a strong foundation on which to rebuild their lives, their careers and their futures.
- Women's Programs
 - Individuals
 - CCIL's Women's Programs give today's independent women the tools to overcome poverty and transform their lives.
 - Corporations
 - CCIL's Women's Programs show women how to gain independence and self-sufficiency for themselves and their families.
 - Government
 - CCIL's Women's Programs offer Chicago's homeless women the tools and support to transform their lives and restore their families.

Directions on How to Use This Document

Use the appropriate-length key message in all your marketing communications.

Teach board members, staff and volunteers your new 10-second pitch to ensure consistent word-of-mouth branding.

Share your new key messages with media contacts; corporate, nonprofit and government partners; grant writers and researchers and anyone else who produces communications about CCIL.

These are branding messages, not sales messages. These messages do not provide all the information a donor needs to make a decision. In fact, the shorter ones raise questions. This is a good thing! These messages begin the conversation, engage the audience and compel them to learn more.

- ❑ Include contact information and a call to action that encourage and facilitate this desire to know more. (e.g., Visit our website, ccilworks.org, to learn more.)
- ❑ Combine the answers to these questions, and all the other information a donor needs to make a decision, in marketing communications like your website, press kit, brochures and annual reports. Use strong, clear calls to action in these materials that make it easy for donors, volunteers and corporate sponsors to start supporting CCIL immediately.

We have used “CCIL” and “CCIL’s” in all instances. This can be changed to “we” and “our” for materials published by CCIL and “it” and “its” for press releases, to reduce repetition.