



Event Toolkit

Thank you for your interest in hosting an event to support the LOPA Foundation! We are happy to work with community members and organizations like you to support LOPA's efforts to educate and celebrate the everlasting gift of organ and tissue donation.

Gifts made to the LOPA Foundation help increase LOPA's capacity and honor the thousands of Louisianians impacted by organ and tissue donation each year. **Projects include developing educational materials, community outreach and ongoing support programs for our donors families.** The LOPA Foundation has been designated as a 501(c)3 charitable and tax-exempt organization by the Internal Revenue Service and is treated by the IRS as a supporting foundation to LOPA.

Financial gifts are always welcome in honor or tribute of an individual or organization. Donations made to the LOPA Foundation, by check or online, will be acknowledged in writing to the contributor.

For more information about the LOPA Foundation, please visit our website, lopafoundation.org or contact Dori Orr, Foundation Program Manager at 504-837-3354 ext. 402 or dorr@lopa.org.

TOGETHER WE CAN MAKE LIFE HAPPEN!

How Can the LOPA Foundation Help You with Your Fundraiser?

Any organization or individual coordinating a fundraising event to benefit the LOPA Foundation can request materials to share their life-saving message of donation. Informational flyers and wristbands are provided free-of-charge. Additional resources, including extra supplies, assistance with publicity, and staff support may also be provided.

Event organizers are responsible for all event expenses. The LOPA Foundation cannot process expenses or invoices for your event. We encourage third-party organizers to limit expenses to 30 percent or less of total money raised.

Please contact us at info@lopafoundation.org for more information and to coordinate the resources needed for your event.



How will donations to the LOPA Foundation be used?

Financial gifts made to the LOPA Foundation support LOPA's programs to educate, honor, and celebrate the everlasting gift of organ and tissue donation. Funds will be used to help increase the number of people registered as donors, honor the donor heroes and serve donor families. Projects include developing educational materials, community outreach and ongoing support programs for our donors families.

Can tax receipts be provided by the LOPA Foundation for donations made at our event?

The LOPA Foundation can provide a personalized tax receipt for gifts collected at your event if they are directed to the LOPA Foundation. If you would like each contributor to receive a thank you and tax receipt from the LOPA Foundation, we will need their name, mailing address, email address (if possible), and the amount of the contribution.

Checks should be made payable to: *The LOPA Foundation* and include the name of your event on the memo line. The information on the check will be sufficient information for sending an acknowledgement.

Cash donations can only be recognized if the LOPA Foundation receives all appropriate contact information including full name of the contributor, mailing address and the amount contributed.

How can I collect donations online to support my fundraiser for the LOPA Foundation?

You can simplify your fundraising and have your guests contribute via Facebook Fundraising Platform.

To create a fundraiser for the LOPA Foundation, please follow these steps:

1. Click Fundraisers in the left menu of your Facebook News Feed.
2. Click Raise Money.
3. Select Nonprofit or Charity.
4. Select LOPA-Louisiana Procurement Agency and fill in the fundraiser details.
5. Click Create.

100% of the funds donated through Facebook fundraisers are paid out by Facebook and deposited directly into the LOPA Foundation's bank account. It's that easy!

Where do I send the net proceeds from our event?

You may make a gift directly to the LOPA Foundation with the proceeds of your event, after expenses, by making a check payable to:

The LOPA Foundation
68190 Highway 190 Service Rd
Covington, LA 70433

A tax receipt will be provided to the individual or organization that submits the check.



How can I help promote the LOPA Foundation and LOPA at my event?

We appreciate your interest in sharing our work and joining us in Making Life Happen by Working for Hope, Working to Honor, and Working to Heal. As a strong voice for organ and tissue donation, we take great pride in the LOPA Foundation and LOPA brand and work hard to ensure the messages connected to them are factual, appropriate, and inspire others to give the gift of life.

1. **Include a call to action in your event promotion** and encourage people to register as an organ, eye and tissue donor at the state-based donate life website or when they renew their driver's license or state ID. You may include this link in your materials: lopa.org/register

2. Use the LOPA Foundation logo

We have developed special logos to be used by individuals and groups hosting events to benefit the LOPA Foundation. These logos are the visual representation of your connection to our organization, and it is important that they be used consistently and appropriately. We ask that you please follow these guidelines:

- Materials that mention the LOPA Foundation, LOPA or infer a connection to us should be approved in advance.
- The full logo must be used and may not be altered in any way
- Please use appropriate PMS colors as indicated, in the Abridged LOPA Brand Guide at the end of this document - it may not be printed in other colors. If you need a black or white logo, please email info@lopa.org
- Prior approval is required before printing the logo on promotional materials or clothing items. Please contact info@lopa.org for approval. We will then email you the logo.



3. **Direct people to learn more about the LOPA Foundation and LOPA at:** www.lopafoundation.org



4. Use Social Media Outlets to spread the word about your event, the LOPA Foundation and LOPA.

We have several media channels to connect with the communities we serve and inspire the public to register as organ and tissue donors.

- Be sure to “Like” our pages on **Facebook**, where we share inspirational stories, photos, videos, news events and more:
<https://www.facebook.com/LOPAmakinglife happen/>.
- Follow [@LOPA_org](https://twitter.com/LOPA_org) on **Twitter** for news and inspiration.
- Subscribe to our **YouTube** channel for inspirational videos of hope.
<https://www.youtube.com/channel/UCdECU0k5ggOveXK3WL1mM4Q?>

Connect with us online and use your own social networks to help make our communities stronger. We count on our partners and advocates to help us more widely share the life-saving mission on donation and transplantation so that people have the information they need to register as a donor and save lives.



GRAPHIC STANDARDS BRANDING GUIDELINES

ABRIDGED



The LOPA icon/logo is the cornerstone of our visual identity. It is a meaningful logo and mark, symbolizing the brand wherever it appears.

The logo mark has been designed and trademarked to maintain its integrity. Under no circumstances should it be altered in any way, including use of unapproved colors or type fonts.

Copy-machine copies of the logo are not acceptable reproductions of the logo, nor are recreations, such as facsimiles or those that are computer-drawn.

The correct relationship of the logo and mark is shown throughout this guide.



LOPA Foundation & LOPA LOGOS



Access to the LOPA Foundation or LOPA logo is for the requested purpose ONLY.

We have one color options in LOPA blue, two-color options with our LOPA blue and warm grey, as well as black/white options available for approved use.

LOPA APPROVED COLORS

LOPA BLUE

for web
0r 86g 152b
Hex # 005698

for print
100c 70m 0y 10k

LOPA WARM GRAY

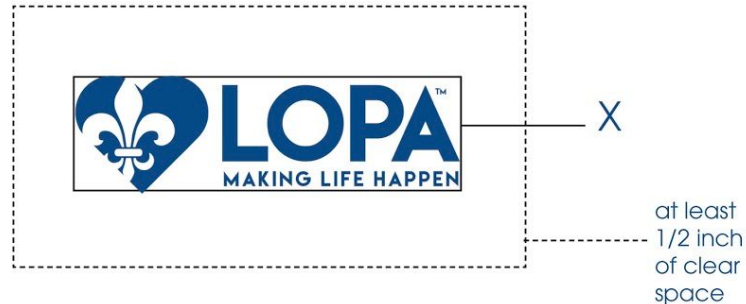
for web
166r 155g 149b
Hex #a69b95

for print
37c 35m 38y 1k



CLEAR SPACE

To maintain the integrity of the LOPA logo, a minimum amount of clear space has been established. No other element (such as text or images) should appear within the clear space.



RESTRICTIONS

- Do not switch colors within the logo and/or use anything other than approved colors.
- Do not reposition the elements within the logo.
- Do not use a low-resolution (less than 300 dpi), unless published online.
- Do not squeeze, stretch or bend the logo.
- Do not use the logo at an angle.
- Do not recreate the logo with unapproved or alternate typefaces.

APPROVED DESIGNS

Typefaces

LEMON MILK

Avant Garde Gothic
Book & Medium

To reinforce LOPA's brand identity, standard & secondary typefaces are used for all materials.

If you need text to accompany logo, we ask for you to request the design services offered within our marketing department.

We can typically provide a beautiful design for you within 10 days.

For any marketing or event related requests
please email: marketing@lopa.org

