



Have
the
Talk of a
LifetimeSM

MEMBER MARKETING TOOLKIT GUIDEBOOK



INTRODUCTION

For the first time ever, the ten funeral service associations that are members of the Funeral and Memorial Information Council (FAMIC) have united with one voice to launch a national grassroots public education campaign.

*Have the Talk of a Lifetime*SM is designed to motivate loved ones (adult children, aging adults, etc.) to talk about life, what matters to them and what they value most. When the time comes, this conversation can be translated to plan the most meaningful memorialization.

This guide is an introduction to the Member Marketing Toolkit. These materials enable you to promote this national campaign to help change consumer attitudes toward memorialization. The *Have the Talk of a Lifetime*SM campaign materials have been developed based on extensive interviews, surveys, research, and testing.

Our goal is to reach as many consumers as possible through our members to help them better understand the importance of memorializing a life that has been well lived. Many of these marketing tools were designed with extra space so you can co-brand your business with FAMIC.

The materials in this member toolkit can be downloaded from the member portal:

<http://www.famic.org/campaign>

Username: famic

Password: campaign

If you have questions about how to use these materials in your community, please contact your national association:

Casket & Funeral Supply Association
Cremation Association of North America
Funeral Service Foundation
International Memorialization Supply Association
International Order of the Golden Rule
Monument Builders of North America
National Concrete Burial Vault Association
National Funeral Directors & Morticians Association
National Funeral Directors Association
Selected Independent Funeral Homes

**WE WILL ONLY BE SUCCESSFUL IF YOU GET INVOLVED!
HELP US GET THE CONVERSATION STARTED!**

Press Release

This press release contains copy officially written and approved by FAMIC. It is in an easy-to-use format. Simply insert your organization's information and send to your local media outlets to announce your participation in this national effort.

Consumer Campaign Landing Page

All campaign materials point back to the **talkofalifetime.org** landing page. Include a link to this page on your funeral home website. On this web page, consumers are presented with three calls to action:



- Watch video
- Free brochure
- Member and social media links

Online Video

This three-minute video explains why loved ones should *Have the Talk of a Lifetime*SM and directs viewers to visit **talkofalifetime.org** and download the free brochure.

Share the video on your website, add a link to the video on YouTube, or present the video at consumer and civic events.



Brochure

This brochure can be downloaded by consumers at talkofalifetime.org to help them talk with loved ones about what matters most and encourages families to thoughtfully memorialize their loved ones.

Customize it with your logo and distribute to your consumers, in your lobby, at special events, or attach the PDF in one of your monthly e-newsletters. Printed copies of the brochure are also available for order through the member campaign site.



Share copies of the brochure with local hospices, clergy, senior residences, or any other group that might be interested in the information.

Print Ads

Four print ads have been designed to target different audiences, and are available for you to co-brand and run in targeted media outlets (such as local newspapers, magazines, event programs, directories, etc.).

You can also use them as fliers and take-aways.



Digital Ads

Two animated .gif files have been created for you to display on your website. Make sure to hyperlink the images to talkofalifetime.org so that consumers can download the brochure and watch the video.

You can also place these digital ads on local news and information websites (e.g. newspapers, television news stations, radio stations, etc.).



Social Media

This component is essential to the success of our campaign. You can help spread the word by connecting your organization's social media accounts ("like," "follow," "join," etc.) and sharing links and posts from the campaign's social media outlets ("like," "tweet," "pin," etc.).

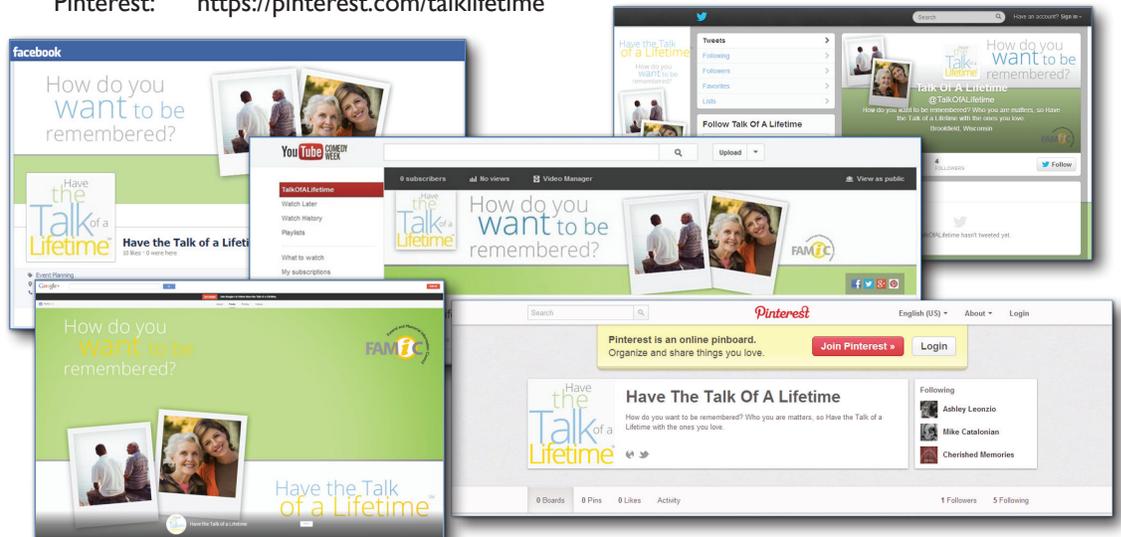
Facebook: <https://www.facebook.com/HaveTheTalkOfALifetime>

Google+: <https://plus.google.com/u/0/102470508579365026272/posts>

Twitter: <https://twitter.com/TalkOfALifetime>

YouTube: <http://www.youtube.com/user/TalkOfALifetime>

Pinterest: <https://pinterest.com/talklifetime>



New to social media? Download the *Social Media Setup Guidebook* with step-by-step, illustrated instructions for setting up your Facebook, Google+/YouTube, Twitter, and Pinterest accounts.

FAMIC Members



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