**2019 NFDA Pursuit of Excellence Awards**

***Electronic Entry Form***

***Recognition Categories***

***Pursuit of Excellence Award***

The program’s principal recognition, the Pursuit of Excellence Award, is given to NFDA-member funeral homes that fulfill required criteria in six categories of achievement.

***Best of the Best Award***

In addition to qualifying for a Pursuit of Excellence Award, a funeral home is also eligible for the Best of the Best Award, which recognizes the profession’s most novel and innovative programs and services.

As part of the entry process, all program participants are required to submit an essay describing the development and execution of a program or service that had a positive impact on those served (Category 1, Criterion I). These essays will be used to determine the winners of the Best of the Best Award.

Essays will be judged on the uniqueness of the idea on a national and international level, quality of implementation, benefit to those served, benefit to the funeral home and how easily the idea could be replicated or modified by another funeral home.

***Richard Myers Pinnacle Award***

In addition to qualifying for a Pursuit of Excellence Award, a funeral home is also eligible for the Richard Myers Pinnacle award, which recognizes funeral homes that developed an extraordinary program or service that far surpasses the definition of funeral service excellence.

As part of the entry process, all program participants are required to submit an essay describing the development and execution of a program or service that had a positive impact on those served (Category 1, Criterion I). These essays will be used to determine the recipient of the Richard Myers Pinnacle Award.

The Richard Myers Pinnacle award will be conferred at the discretion of the Pursuit of Excellence Committee and only when it encounters a remarkable example of excellence in the profession.

***Hall of Excellence***

Created to recognize long-term participation in the Pursuit of Excellence program and a consistent display of service excellence, NFDA-member funeral homes are inducted into the Hall of Excellence upon receiving their 10th Pursuit of Excellence Award.

***Important Information***

* The Pursuit of Excellence Award is not for individual practitioners; it is for **individual funeral home locations. Multiple-firm operations will have the opportunity to qualify each of their funeral homes or branch operations separately.** A separate registration form and entry must be submitted by each location seeking recognition. Entry materials for each location must be different and reflect the individuality of its service area and staff that work in each location. Duplicate entries will not be accepted.
* All funeral homes that wish to qualify for Pursuit of Excellence recognition must organize and submit an entry that demonstrates proficiency in six key areas of funeral service. Participants must fulfill a certain number of criteria in each of the categories.
* **First-time participants can describe programs and activities completed in the past three years – July 1, 2016, through June 30, 2019 – for criteria fulfillment. Returning participants can only describe programs and activities completed in the past year July 1, 2018, through June 30, 2019 – for criteria fulfillment.**
* Please review each criterion carefully. Please take note of specific information required in your description and documentation that must accompany your entry. All descriptions of how a funeral home has fulfilled a particular criterion must be specific. Participants must provide names, dates, places, etc., indicating the “who, what, when, where,” etc., as applicable.
* An activity may only be described once in a funeral home’s entry (i.e., a single activity cannot be used to fulfill multiple criteria).
* Incomplete or unsatisfactory descriptions for any criteria from the “Basic Requirements” category, or more than three criteria from the remaining five categories of achievement, will result in immediate disqualification. Three or fewer incomplete or unsatisfactory criteria descriptions from the last five categories of achievement will be brought to the attention of the participant. The participant may resubmit items for further review when requested by the Pursuit of Excellence Committee; if the participant chooses not to do so, they will be disqualified.
* Most criteria do not require documentation; however, criteria descriptions can be supported by documentation (e.g., pictures, certificates, badges) if the entrant chooses. If documentation is required, it is noted in the criterion description.
* Entries must be submitted in **English**.
* Entries that are mailed to NFDA must be assembled in an organized, **bound format** (e.g., folder, three-ring binder, scrapbook, etc.). **Loose materials will not be accepted.** Criteria descriptions and all accompanying documentation must be clearly labeled.
* Firms that submit Pursuit of Excellence entries grant NFDA permission to use their firm’s name and any materials that have been submitted as part of their entry to promote the Pursuit of Excellence program and in any other manner deemed appropriate by NFDA.
* Please see the final page of this electronic entry form for instructions on how to submit your entry to NFDA.

**Participant Information** (required)

|  |  |
| --- | --- |
| **Funeral Home Name** | Click here to enter text. |
| **NFDA Member Number** | Click here to enter text. |
| **Funeral Home Name As It Should Appear on Press Release, Certificate, Merchandise, etc.** | Click here to enter text. |
| **Address** | Click here to enter text. |
| **City, State/Province, Country, Postal Code** | Click here to enter text. |
| **Contact Name**  *Enter the name of the person NFDA can communicate with about this entry.* | Click here to enter text. |
| **Email**  For the contact person named above | Click here to enter text. |
| **Phone**  *For the contact person named above* | Click here to enter text. |
| **Referred To Program By**  *If someone referred you to the Pursuit of Excellence program, please share his or her name.* | Click here to enter text. |

**As you complete this form, please review each criterion carefully. Please take note of specific information required in your description and documentation that must accompany your entry.**

**Category 1: Basic Requirements**

All participants must meet certain basic requirements in order to be considered for the Pursuit of Excellence Award. Incomplete or unsatisfactory information in this section will lead to immediate disqualification.

Complete ***all*** of the following criteria:

1. Pledge of Ethical Practices signed by all licensed funeral directors and all full-time staff.

**Pledge of Ethical Practices**

As a condition of application to the Pursuit of Excellence program, the undersigned persons pledge the following:

* + All information provided in our Pursuit of Excellence entry is true and correct, and we will abide by the rules, procedures and decisions of NFDA, which will be considered final in the case of awards.
  + NFDA has permission to use any materials submitted as part of our entry for the Pursuit of Excellence Award in promotion of the program.
  + As current members of NFDA, we will continue to maintain strict adherence to the NFDA Code of Professional Conduct.
  + Our funeral home and its employees have not, within five (5) years of the date of application, been found to be in violation by a government licensing or regulatory authority of any statute or regulation whose purpose is to protect consumers and regulate ethical or business practices of funeral directors. (Participants can appeal to the Pursuit of Excellence Committee.)
  + If our funeral home is found to be in violation of the Pledge of Ethical Practices, we forfeit all rights and benefits awarded by the Pursuit of Excellence program.
  + The Pursuit of Excellence program is built upon its participants’ strict adherence to the highest ethical practices and professionalism. It is impossible to craft a written policy that can precisely define or list all of the acts of misconduct or impropriety that should disqualify a funeral home from participating in the program. However, in order to protect the integrity of the program, the Pursuit of Excellence Committee needs the ability to reject an application, rescind an award and revoke a recipient’s right to hold itself out as a Pursuit of Excellence Award recipient due to some act of misconduct or impropriety associated with that firm. Therefore, it is the policy of the Pursuit of Excellence program that the Pursuit of Excellence Committee shall have the final authority to reject an application, rescind an award and revoke a recipient’s right to hold itself out as a Pursuit of Excellence participant in the event the committee finds that the funeral home, its ownership, employees, operations or anything associated with it detracts from the integrity of the Pursuit of Excellence program and its commitment to the highest ethical and professional standards.

*Type the names of all licensed funeral directors and all full-time staff in the box below; their typed names will serve as their signatures.*

|  |
| --- |
| Click here to enter text. |

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| B | When a funeral home earns a Pursuit of Excellence Award, it is through the hard work of its staff. Submit a color photo of the funeral home’s staff – the men and women who, every day, are working hard to serve grieving families and the community. The photo will be included in a video scrapbook shown during the NFDA International Convention & Expo. | **Please email your photo to pursuit@nfda.org (JPEG format only, please). Be sure your email contains your firm’s name, city and state.** |
| C | Provide a statement signed by the funeral home owner or general manager stating the funeral home is in compliance with the requirements of the FTC Funeral Rule and has had its General Price List reviewed by an attorney or other expert within the last five years or whenever any substantive changes (excluding price changes) are made.  **Required:** Provide specific details about when the firm’s GPL was last reviewed and the name of the attorney or expert who performed the review.  Completing this requirement does not guarantee that your funeral home is compliant with the FTC Funeral Rule.  *Note: Funeral homes outside of the United States should provide a statement signed by the funeral home owner or general manager explaining your funeral home’s or staff’s specific licensing or operational requirements in your country or municipality. If your country or municipality does not have such requirements, provide a statement explaining this.* | Click here to enter text. |
| D | Provide a statement signed by the funeral home owner or general manager stating all funeral home staff have received training related to the FTC Funeral Rule in the past year. Potential training sources include distance learning (teleconferences, webinars and online courses), convention workshops and home study (books, DVDs and CDs).  **Required:** Include the name of the course, the name of the instructor and training date in your statement.  *Note: Funeral homes outside of the United States should provide a statement signed by the funeral home owner or general manager stating the funeral home and staff are knowledgeable and compliant with the national and local funeral home regulations and laws.* | Click here to enter text. |
| E | Provide a statement signed by the funeral home owner or general manager stating the funeral home is in compliance with all applicable OSHA standards.  Completing this requirement does not guarantee that your funeral home is OSHA compliant.  *Note: Funeral homes outside of the United States should provide a statement signed by the funeral home owner or general manager stating the funeral home and staff are knowledgeable and compliant with national and/or local occupational health and safety regulations and laws.* | Click here to enter text. |
| F | Provide a statement signed by the funeral home owner or general manager stating all funeral home staff have received training related to OSHA regulations in the past year. Potential training sources include distance learning (teleconferences, webinars and online courses), convention workshops and home study (books, DVDs and CDs).  **Required:** Include the name of the course, the name of the instructor and training date in your statement.  *Note: Funeral homes outside of the United States should provide a statement signed by the funeral home owner or general manager stating funeral home and staff are knowledgeable and compliant with national and local occupational health and safety regulations and laws.* | Click here to enter text. |
| G | Provide a statement signed by the funeral home owner or general manager stating the funeral home complies with all federal, state and local environmental laws and regulations. Examples of laws and regulations with which funeral homes may have to comply include waste management, recycling, water conservation, air quality (air pollution and emissions laws, especially concerning crematories), hazardous waste disposal, discharge of prep room wastewater and land management/wetland protection (in the construction/development of funeral home property).  Completing this requirement does not guarantee that your funeral home is compliant with environmental laws and regulations.  *Note: Funeral homes outside of the United States should provide a statement signed by the funeral home owner or general manager stating the funeral home complies with all national and/or local environmental laws and regulations.* | Click here to enter text. |
| H | Provide a statement signed by the funeral home owner or general manager stating the funeral home gathers customer satisfaction feedback (e.g., via surveys, comment cards, letters requesting family feedback, NFDA’s Family Satisfaction Survey program or an equivalent customer satisfaction survey program) regarding the quality of services.  **Required:** Include the method of gathering customer satisfaction feedback and how the information is shared with staff in your statement. | Click here to enter text. |
| I | Submit an essay describing an innovative program, service or activity executed by your funeral home. (Participants are encouraged to describe a program/service other than a personalized funeral service.) **The essay must be a minimum of 400 words in length.**  **This essay will be used to determine the recipients of the Best of the Best Award and the Richard Myers Pinnacle Award.**  **Documentation Required:** In addition to your essay, you must submit supporting documentation (e.g., photographs, advertisements, newspaper clippings, flyers, etc.).  Please address the following in your essay:  o Rationale behind the idea.  o Benefits provided to funeral home and staff.  o Detailed description of the program, service or activity.  o Benefits provided to families and/or the community at large. o If applicable, list any community organizations (e.g., church, hospice) that were involved with the development and/or implementation of the idea; describe the role the organization played.  Describing a program/activity from a previous year’s entry will only be accepted if changes or improvements are noted within the essay. If you are describing this program or service in another location’s Pursuit of Excellence entry, each location’s essay should indicate what its staff did to participate in the activity and the activity’s impact on those served.  The idea described in this essay can also be used to fulfill one criterion in Categories 2-6.  Participant essays will be featured on the NFDA website and used in other idea-sharing activities. | **Please write your essay using a word processing program. Please email your essay and documentation to pursuit@nfda.org. Be sure your email contains your firm’s name, city and state.** |

**Category 2: Leadership and Staff Professional Development**

Attaining and maintaining excellence requires a commitment to ongoing education and professional development.

Training sources include Academy of Professional Funeral Service Practice-approved organizations, such as NFDA or a state association; accredited schools, such as mortuary schools, community colleges or other institutions of higher learning; community adult-education programs; related government-sponsored training; or in-house training provided by qualified instructors with recognized credentials in the subject matter. Training can be classroom, workshop, online, home study, teleconference, webinar, podcast, etc.

Complete at least ***four (4)*** of the following criteria:

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| A | Have at least one staff member receive training on a technical skill. Potential topics could include cosmetology, embalming, caring for infectious disease cases, restorative arts, handling special or difficult cases, and preparing organ and tissue donors.  **Documentation Required:** In your description, provide the name of the course, the name of the instructor, training date, and a description of the course and the benefits provided to staff and/or the families you serve. You must also provide documentation of your attendance/participation (e.g., CE certificate, participation certificate, registration confirmation, badge, program, etc.). | Click here to enter text. |
| B | Have at least one staff member receive training on a communication skill. Potential topics could include community or public relations, interpersonal communication, customer service, public speaking, phone etiquette, and social media.  **Documentation Required:** In your description, provide the name of the course, the name of the instructor, training date, and a description of the course and the benefits provided to staff and/or the families you serve. You must also provide documentation of your attendance/participation (e.g., CE certificate, participation certificate, registration confirmation, badge, program, etc.). | Click here to enter text. |
| C | Have at least one staff member receive training on forms of disposition other than traditional burial. Potential topics could include cremation arranging, marketing green funeral and burial services, performing alkaline hydrolysis and whole body donation best practices.  **Documentation Required:** In your description, provide the name of the course, the name of the instructor, training date, and a description of the course and the benefits provided to staff and/or the families you serve. You must also provide documentation of your attendance/participation (e.g., CE certificate, participation certificate, registration confirmation, badge, program, etc.). | Click here to enter text. |
| D | Have at least one staff member receive training on cemetery ownership and/or operations. Potential topics could include burial planning, cemetery profitability, cemetery marketing and cemetery management best practices.  **Documentation Required:** In your description, provide the name of the course, the name of the instructor, training date, and a description of the course and the benefits provided to staff and/or the families you serve. You must also provide documentation of your attendance/participation (e.g., CE certificate, participation certificate, registration confirmation, badge, program, etc.). | Click here to enter text. |
| E | Have at least one staff member receive training on business operations. Potential topics could include strategic planning, accounting/financial reports and projections, human resources management, disaster planning, marketing, compliance and regulatory issues, eco-friendly business practices, and other topics related to business operations and performance excellence.  **Documentation Required:** In your description, provide the name of the course, the name of the instructor, training date, and a description of the course and the benefits provided to staff and/or the families you serve. You must also provide documentation of your attendance/participation (e.g., CE certificate, participation certificate, registration confirmation, badge, program, etc.). | Click here to enter text. |
| F | Have at least one staff member receive training on bereavement and family support. Potential topics could include aftercare, celebrant training, and bereavement programs and services.  **Documentation Required:** In your description, provide the name of the course, the name of the instructor, training date, and a description of the course and the benefits provided to staff and/or the families you serve. You must also provide documentation of your attendance/participation (e.g., CE certificate, participation certificate, registration confirmation, badge, program, etc.). | Click here to enter text. |
| G | Have at least one licensee who has earned their Certified Funeral Service Practitioner (CFSP) designation from the Academy of Professional Funeral Service Practice.  **Documentation Required:** Include a copy of the current Academy membership card or proof that the individual has earned their designation. | Click here to enter text. |
| H | Have at least one staff member who is an NFDA Certified Preplanning Consultant (CPC) or has completed an equivalent preneed certification program. (Note: NFDA CPC certification must be renewed every four years.)  **Documentation Required:** Provide proof of current certification. | Click here to enter text. |
| I | Have your funeral home earn the NFDA Green Funeral Practices™ Certificate or an equivalent green funeral certification. (Note: funeral homes must renew their NFDA Green Funeral practices Certificate annually).  **Documentation Required:** Provide proof that your funeral home has earned the NFDA Green Funeral Practices Certificate or equivalent certification. | Click here to enter text. |
| J | Have at least one staff member complete NFDA's Cremation Certification Program or other equivalent crematory operator certification program.  **Documentation Required:** Provide proof of successful completion of a crematory operator certification program. | Click here to enter text. |
| K | Have at least one staff member complete NFDA's Arranger Training Program or other equivalent arrangement conference training program.  **Documentation Required:** Provide proof of successful completion of an arranger training program. | Click here to enter text. |
| L | Participate in a professional development program that does not fit criteria A-J. Potential topics include funeral arranging, pet services, preneed, etc. (Refer to Category 2’s definition when deciding what to include.)  **Documentation Required:** In your description, provide the name of the course, the name of the instructor, training date, and a description of the course and the benefits provided to staff and/or the families you serve. You must also provide documentation of your attendance/participation (e.g., CE certificate, participation certificate, registration confirmation, badge, program, etc.). | Click here to enter text. |

**Category 3: Family Outreach, Support and Services**

Distinction in funeral service includes excellence in service to the bereaved. Criteria in this section will describe programs implemented and resources provided to bereaved families that go above and beyond the standard level of service.

Complete at least ***four (4)*** of the following criteria:

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| A | Provide aftercare/grief support services for adults (e.g., newsletter, support groups, seminars, online aftercare resources, resource library).  **Required:** Provide a detailed description of the support services offered by your firm. | Click here to enter text. |
| B | Provide aftercare/grief support services for children and/or teenagers (e.g., support groups, grief camps, grief resources to local schools, resource library).  **Required:** Provide a detailed description of the support services offered by your firm. | Click here to enter text. |
| C | Hold a memorial program for a major holiday, such as Memorial Day, Mother’s/Father’s Day or Christmas.  **Documentation Required:** In addition to a detailed description of the program offered by your firm, you must include documentation of the event (e.g., an event invitation, program, photos, etc.). | Click here to enter text. |
| D | Support or participate in programming with your local hospice or palliative care organization.  **Required:** Provide a detailed description of how your firm supports local hospice and/or palliative care organizations. | Click here to enter text. |
| E | Establish or maintain grief and bereavement resources in your firm or on your funeral home website. If you already have  resources in your firm or on your website, add at least five new titles or links, which can include any combination of books,  brochures/pamphlets, films, slide presentations, tapes, CDs, DVDs, videos, and links related to grief and bereavement or funeral service.  **Required:** Include the titles and a description of the new resources and/or website content. | Click here to enter text. |
| F | Provide families with online memorialization options (e.g., funeral webcasting, online video tributes, photo galleries, assistance with memorial websites).  **Documentation Required:** Provide a detailed description of the options offered and documentation of these services (e.g., website copy, description in GPL, marketing materials, etc.). | Click here to enter text. |
| G | Offer green funeral/natural burial options to families.  **Documentation Required:** Provide a detailed description of the green options offered and documentation of these services (e.g., GPL showing a green funeral package, website copy, marketing materials, etc.). | Click here to enter text. |
| H | Implement green business practices in your business (e.g., alternative energy sources for energy efficiency and conservation, green construction and remodeling, water conservation, energy-saving transportation/fleet practices, and waste prevention, reduction and recycling).  **Required:** Provide a detailed description of these practices. | Click here to enter text. |
| I | Execute an innovative funeral service. This example should go beyond any products purchased for the funeral and demonstrate a unique and highly meaningful service directed by the funeral home and its staff. (Please include a detailed description of the service, but remember to respect the family’s privacy.) | Click here to enter text. |
| J | Execute an innovative program (that does not fit criteria A-I) that exemplifies excellence in serving the bereaved. (Refer to Category 3’s definition when deciding what to include.) Required: Be detailed in your description. | Click here to enter text. |

**Category 4: Community Service and Education**

Service excellence should extend beyond the walls of the funeral home through the direct sponsorship of community events and educational programs, and through volunteerism with local clubs, nonprofit organizations and service organizations. Criteria in this section will provide clear evidence that your funeral home maintains an active level of involvement in the community.

Complete at least ***four (4)*** of the following criteria:

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| A | Present a program to an organized community group, such as a local school, civic or community club/organization, nursing home, hospice, or medical or healthcare group.  **Required:** Provide a detailed description that includes the name of the group, date of presentation, name of the presenter and topic on which they spoke. | Click here to enter text. |
| B | Sponsor a visit to your funeral home for groups such as youth, church, civic organization or school.  **Required:** Provide a detailed description that includes the name of the group, date of visit and what transpired during the visit. | Click here to enter text. |
| C | Volunteer at least 12 hours with community service organizations (e.g., Meals on Wheels, Habitat for Humanity, soup kitchen).  **Required:** Provide a detailed description of your service that includes the name of the organization, dates of service and your duties as a volunteer. | Click here to enter text. |
| D | Participate in local government, service clubs or fraternal organizations through an elected position or volunteer activities.  **Required:** Provide a detailed description of your participation that includes the name of the organization, dates of service and your role. | Click here to enter text. |
| E | Support and/or participate in programming on a specific health issue (e.g., American Cancer Society, March of Dimes, American Heart Association, etc.).  **Required:** Provide a detailed description that includes the name of the organization and program you supported, date of the program, and the specific support you lent. | Click here to enter text. |
| F | Arrange for at least five resources (e.g., books, DVDs) related to funeral service to be donated to a school, college, or public or religious library in your area.  **Required:** Include the resource titles in your description. | Click here to enter text. |
| G | Describe an innovative program (that does not fit criteria A-F) that highlights your funeral home’s involvement in the community. (Refer to Category 4’s definition when deciding what to include.) | Click here to enter text. |

**Category 5: Professional Service and Participation**

Professional excellence includes active development of professional relationships and the support of funeral service associations and/or related organizations. Criteria in this section will demonstrate active participation in the profession.

Complete at least ***four (4)*** of the following criteria:

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| --- | --- | --- |
| A | Serve on a local, state, provincial or national funeral service association board, committee, task force, etc.  **Required:** Provide a detailed description of your involvement. | Click here to enter text. |
| B | Become actively involved with a local mortuary science education program (e.g., serve on a board, present a workshop to students, host a tour of your funeral home for students, serve as a faculty member).  **Required:** Provide a detailed  description of your involvement, including, as applicable, the name of the school, dates of involvement and the specific support you lent. | Click here to enter text. |
| C | Mentor or train an apprentice or student embalmer.  **Required:** Provide the name of the apprentice/student embalmer and dates of mentorship. | Click here to enter text. |
| D | Present a one-hour workshop/presentation to a local, state, provincial or national funeral service organization.  **Required:** Provide the title of the workshop/presentation, the group to which it was presented, the date of the presentation, name of the presenter and a description of the presentation. | Click here to enter text. |
| E | Write an article that is published in The Director, a state association publication or other funeral service magazine (print or electronic).  **Required:** Provide the name of the publication, date on which the article was published, title of the article and a brief summary of the article’s key point(s). | Click here to enter text. |
| F | Attend an NFDA educational event (e.g., NFDA International Convention & Expo, NFDA Leadership Conference, NFDA  Professional Women’s Conference, NFDA Meet the Mentors, NFDA Business Conference, NFDA Cremation Retreat).  **Documentation Required:** In your description, provide the name, date and location of the event. You must also provide documentation of your attendance/participation (e.g., CE certificate, participation certificate, registration confirmation, badge, program, etc.). | Click here to enter text. |
| G | Attend the NFDA Advocacy Summit, a provincial or state government regulatory meeting, or send letters to your government representatives to ensure that funeral service or small-business issues are heard by elected officials.  **Required:** Provide the date(s) and location of the event or detailed information about the letter(s) sent to government officials. | Click here to enter text. |
| H | Participate in a local, state or provincial funeral directors association meeting or attend a state association convention.  **Documentation Required:** In your description, provide the name, date and location of the event. You must also provide documentation of your attendance/participation (e.g., CE certificate, participation certificate, registration confirmation, badge, program, etc.). | Click here to enter text. |
| I | Attend the convention or regional conference of a nationally or internationally recognized funeral service organization,  **Documentation Required:** In your description, provide the name, date and location of the event. You must also provide documentation of your attendance/participation (e.g., CE certificate, participation certificate, registration confirmation, badge, program, etc.). | Click here to enter text. |
| J | Make a monetary contribution to a funeral service-specific charitable organization, such as the Funeral Service Foundation (includes participation in the annual Funeral Service Foundation Golf Classic), The Heritage Club, a state or national association foundation, or a mortuary science school scholarship.  **Required:** Provide the name of the organization and the date of your contribution (it is not necessary to specify the amount donated). | Click here to enter text. |
| K | Participate in a state disaster team or DMORT unit.  **Required:** Provide a detailed description of your involvement and duties. If you responded to a disaster, please provide a brief overview of your duties during the response. | Click here to enter text. |
| L | Offer to serve as a mentor to a prospective/new Pursuit of Excellence program participant. (Example: On funeral home letterhead, share information about the program and offer to mentor your colleague.)  **Required:** Provide documentation of your communication with the funeral home(s). | Click here to enter text. |
| M | Provide an example (that does not fit criteria A-L) that demonstrates support of, or participation in, professional funeral service associations. (Refer to Category 5’s definition when deciding what to include.) | Click here to enter text. |

**Category 6: Marketing, Advertising and Public Relations**

A funeral home that provides outstanding programs and services will not have much impact if people do not know it exists or what it stands for. Criteria in this category will identify and describe marketing, advertising and public relations programs used to promote your funeral home and funeral service in the community.

Complete at least ***four (4)*** of the following criteria:

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| --- | --- | --- |
| A | Describe the ways in which your funeral home promotes its recognition by NFDA with the Pursuit of Excellence Award in the community (e.g., send out news releases, use the Pursuit logo on communication materials, display award at community events, etc.).  **Documentation Required:** In addition to a detailed description, provide documentation showing how you have promoted your achievement in your community (e.g., news release, newspaper articles, ads, etc.). | Click here to enter text. |
| B | Develop or update a section on your funeral home’s website featuring information about death, dying, funeral planning or bereavement for consumers.  **Documentation Required:** In addition to a detailed description of the information added or updated, provide documentation showing the change(s) made. | Click here to enter text. |
| C | Use social media and/or web-based tools (e.g., blogs, Facebook, Twitter, YouTube, etc.) to market your firm and educate the community about funeral service and grief/bereavement issues. Note: Having a funeral home website does not fulfill this requirement; your firm must be engaged in activities beyond its website.  **Documentation Required:** In addition to a detailed description of how these tools are being used, please provide documentation of your firm’s online presence. | Click here to enter text. |
| D | Implement a new, or improve an existing, public relations program aimed at media or community relations (e.g., holiday programs, memorials for public figures, write a column for a local newspaper about grief and bereavement issues, publish news releases, make TV/radio appearances). | Click here to enter text. |
| E | Implement a new, or improve an existing, advertising and/or marketing program (e.g., create or update a brochure; develop new advertisements for print, radio or TV; develop a direct-mail campaign; sponsor a community event). | Click here to enter text. |
| F | Implement a new, or improve an existing, clergy relations program (e.g., host a presentation, distribute a newsletter to local religious organizations, organize a clergy appreciation event, host a breakfast for local clergy members). | Click here to enter text. |
| G | Create and/or provide a free newsletter (print or electronic) addressing grief and bereavement issues to allied groups in your community, such as hospice workers, clergy, social workers, nursing homes or other social organizations.  **Documentation Required:** Provide a copy of the newsletter. | Click here to enter text. |
| H | As part of your firm’s marketing/advertising efforts, use RememberingALife.com community outreach materials (e.g., public service announcements, film contest winners, etc.); Funeral Service Foundation Youth & Funerals materials (e.g., e-book, printed booklet, video); or Funeral and Memorial Information Council’s Have the Talk of a Lifetime materials (e.g., print ads, community presentations, digital ads, brochures).  **Documentation Required:** Identify which materials your firm is using and provide documentation showing how they are being used. | Click here to enter text. |
| I | Describe a marketing, advertising or public relations program (that does not fit criteria A-H) that your firm has successfully implemented in your community. (Refer to Category 6’s definition when deciding what to include.) | Click here to enter text. |

**Thank you for completing the 2019 NFDA Pursuit of Excellence electronic entry form.**

**Submitting your entry to NFDA:**

* If you have questions about Pursuit of Excellence: visit www.nfda.org/pursuitofexcellence; call NFDA at 800-228-6332; or send an email to pursuit@nfda.org
* Please review your responses carefully to ensure they are complete and accurate. Remember: the description of how your firm has fulfilled a criterion must be specific. Participants must provide names, dates, places, etc., indicating the “who, what, when, where,” etc., as applicable.
* **Please be sure all documentation is labeled with the appropriate category and letter for which it is being submitted.**
* **Electronic entry forms must be submitted to NFDA by 11:59 p.m. CST, July 15, 2019. Late entries will not be accepted, no exceptions.**
* **To submit your entry, please send an email to pursuit@nfda.org with all of your entry materials.** Please note: Due to the limitations of some email programs, you may need to divide your attachments among two or more emails.
  + Your email should include the name of your funeral home and the city and state in which it is located.
  + Please include the following attachments:
    - The 2019 Pursuit of Excellence electronic entry form.
    - Your staff photo (Category 1 – Basic Requirements – Criterion B).
    - Your essay and accompanying documentation (Category 1 – Basic Requirements – Criterion I).
    - All required documentation for Categories 2, 3, 4, 5 and 6 (please see criteria descriptions).
* If you have not paid the entry fee, Call your NFDA member services representative at 800-228-6332 to pay by credit card
* Entries will be reviewed by the NFDA Pursuit of Excellence committee in mid-August 2019. Participants will be notified of their award status in early-September.
* Award recipients will be contacted after they have been notified of their award status to order commemorative merchandise *(ordering merchandise is optional)*.