

**Instructions:** To add the video to your website, send the embed code below to your website partner or appropriate person within your firm and specify where you'd like the video to appear on your website.

### **PSA – Funeral Directors Helping Communities Heal After Tragedy**

```
<div style='position:relative;height:0;padding-bottom:56.25% '><iframe class='sproutvideo-  
player'  
src='https://videos.sproutvideo.com/embed/ac9bd1b81e19e0c325/7f84d0e0a6d704f2?playerT  
heme=light&playerColor=2f3437'  
style='position:absolute;width:100%;height:100%;left:0;top:0' frameborder='0'  
allowfullscreen></iframe></div>
```

*Recommended intro copy for this video on your website (optional) or to use in a social media post linking to the PSA on your website:*

In times of immense loss following a mass-fatality tragedy, funeral directors help families begin to grieve. They also help our communities heal – because tragic loss impacts all of us and calls on us to help and support one another as we begin the grief journey, together.

### **PSA – Value of Funerals & Funeral Directors**

```
<div style='position:relative;height:0;padding-bottom:56.25% '><iframe class='sproutvideo-  
player'  
src='https://videos.sproutvideo.com/embed/7c9ddab3181de6c0f4/85cdc917ee8753e6?player  
Theme=light&playerColor=2f3437'  
style='position:absolute;width:100%;height:100%;left:0;top:0' frameborder='0'  
allowfullscreen></iframe></div>
```

*Recommended intro copy for this video on your website (optional):*

When someone dies, we have a funeral because it helps us. It's for those of us who are still here, who need to grieve. It doesn't need to be like the funerals we've experienced before. It can be a beautiful reflection of a life well-lived. (Insert name of funeral home) is honored to help families pay tribute to the lives of their loved ones.

*Sample Social Media Messages to post with PSA link back to your website:*

1. (Insert name of funeral home) is honored to serve the families in our community with compassion and integrity. We're dedicated to helping families create meaningful tributes to their loved ones.
2. Our funeral directors help you pay tribute to those who matter to you. We walk with you in your grief, helping you honor those you love in a meaningful way. How have funerals helped you?

3. When someone dies, we have a funeral because it helps us. It's for those of us who are still here, who need to grieve. It doesn't need to be like the funerals we've experienced before. It can be a beautiful reflection of a life well-lived. Tell us about the most meaningful funeral you've attended.
4. Life should be celebrated. With colors. Music. Words. Things we love. In places that mean something to us. When someone dies, we have a funeral because it helps us. How have funerals helped you?

If you or your website partner have any questions, please contact us at [nfda@nfda.org](mailto:nfda@nfda.org) or 800-228-6332. Interested in having access to NFDA's full suite of PSAs, which are free for NFDA members? Call us at 800-228-6332 to learn more!