

# ONE VOICE

One Voice Impacting Our Future Campaign Newsletter

September 2015

## Find a Funeral Professional: Coming Soon to the Have the Talk Website

Soon visitors to the *Have the Talk of a Lifetime* website will be able to search for funeral professionals in their area who are taking part in the Have the Talk consumer education program. Those funeral professionals let consumers know of their involvement in the program through a special logo that they will place on their website.

Once the funeral professional has the special logo placed and the database is up and running, consumers will be able to search in their area specifically for all FAMIC Association members who choose to participate. Members participating will also be able to receive feedback on an individual business basis, by who has been searched.

Consumers will be able to find funeral professionals, from a funeral home to a monument builder or many other funeral specialists, and feel comfortable knowing that the funeral expert is well versed in the *Have the Talk of a Lifetime* program.

Funeral professionals, this is our opportunity to unite the profession and speak with One Voice to consumers in a compelling, relatable way about value of memorialization. It's important to stay tuned for more information to come on how to be a part of the Find a Funeral Professional on the Have a Talk website!

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*For more information on the Have the Talk of a Lifetime consumer education program, visit [FAMIC.org](http://FAMIC.org) and login with the username: famic password: campaign.*

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### In This Issue

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- Is Have the Talk One of Your Key Messages?
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- Free Materials



## Spread the WORD at Your Conventions

Remember to make the *Have the Talk of a Lifetime* message key in your communications and at your conferences:

- Display the banner
- Provide materials - brochures/ workbooks with your logo
- Consider a speaker
- Host a round table
- Provide regular newsletter articles online and in printed publications

## Is Have the Talk One of Your Key Messages?

The *Have the Talk of a Lifetime* consumer education program, began as a grassroots initiative for funeral professionals and in 2016 the message will be brought directly to consumers through a national media campaign.

- Are you ready for the attention this campaign could bring to you?
- Do you know the message of Have the Talk and have you started using it in your business?
- Have you shared the Have the Talk message with your staff, in your community, with your members?
- Is Have the Talk one of your key messages?

One of our FAMIC members recently returned from a conference that they hosted, where they provided the *Have the Talk of a Lifetime* materials, had the banner displayed and hosted a round table during one of the sessions and they discussed the campaign. These are all simple and easy ideas to implement.

Please remember to make the *Have the Talk of a Lifetime* message key in your communications and at your conferences:

- Display the banner
- Provide materials
- Consider a speaker
- Host a round table
- Provide regular newsletter articles online and in printed publications

Continuing to share the *Have the Talk of a Lifetime* message and bringing it front and center for all members to see and learn about the campaign. Sharing this message will be a benefit for all involved as we look to the national media campaign in 2016.



## FREE Have the Talk materials at FAMIC.org

You will find a variety of user friendly, free materials from downloadable webinars, to banner ads and a video to add to your website, along with customizable print brochures and workbooks, and so much more.

Review all the materials available to you and plan how to integrate this consumer education program into your business today.

Using the Have the Talk program in your business today means you will be ready for consumer interaction when the national media campaign launches in 2016.



# The conversation has started.

Are you ready?



FAMIC's consumer education campaign, **Have the Talk of a Lifetime®**, has started conversation among families and friends – people in your community – about their lives and how they want to be remembered after they die.

Visit [FAMIC.org](http://FAMIC.org) to learn more about the program and access a variety of tools you can easily incorporate into your business today.

Have the Talk  
of a Lifetime®

## Ways to Incorporate Have the Talk at Your Firm

*Have the Talk of a Lifetime* asks families to ask their loved ones about their life story and the things that matter to them. These conversations help people understand that their life mattered and, lend themselves well to important conversations about end-of-life planning, including memorialization.

*Have the Talk of a Lifetime* was designed for the funeral professional to be able to incorporate it in a variety of business models.

### Preneed

*Have a Talk of a Lifetime* program is a great way for families to begin the planning process. This campaign asks families to begin sharing stories about one's life. Sharing one's life story can easily transition into a preneed conversation because the basis for meaningful memorialization is a person's life story.

### Community Outreach

Funeral Professionals are also reaching out proactively in their community and hosting presentations for senior centers, social workers, grief groups, and business groups. It seems that using the materials, both with client families and in the community, is proving to be successful in generating positive community outreach and urging people to plan meaningful services they might not have planned had they not "had the talk."

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"I want this material to act as a catalyst for an organic process to happen within personal relationships. My hope is that they see value in *Have the Talk of a Lifetime* and that they will come back to our firm as an authority in memorialization and death-care.

We have used the print ads in local senior-oriented publications, accompanied by articles encouraging people to *Have the Talk*. We have promoted the program on our website and attempted to get press coverage via the press release and media pitch letter. By far, the greatest impact I have seen has been through engaging people in small groups or during one-on-one conversations. The key is building relationships and giving them the brochure to reflect upon. To assist in these efforts, we have created response cards for people to let us know if they have begun the process of having the *Talk of a Lifetime*."



-Christopher Waite, Waite & Son  
Memorial Home, Medina, OH

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### At need

Funeral Directors have found the *Have the Talk of a Lifetime* workbook a valuable resource to use when working with families to plan a meaningful end of life memorialization. The *Have the Talk* workbook helps the family begin talking about the stories of the loved one that died and how to best remember their life.

To easily add the *Have the Talk of a Lifetime* to your business plan and begin incorporating it today, visit [FAMIC.org](http://FAMIC.org) and login using the username: famic and password: campaign.

## Contact Us

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Visit us on the web at  
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