



2023 Presentation Overviews

In support of our mission of investing in people and programs to strengthen funeral service and lift up grieving communities, the Funeral Service Foundation offers several presentations based on award-winning community care resources and profession-wide recruitment initiatives.

Available Topics:

1. The Youth & Funerals Initiative: Connecting with Your Community
2. Your Next Great Hire Awaits: How to Recruit Military Veterans into Open Positions using the Free Journey to Serve Program

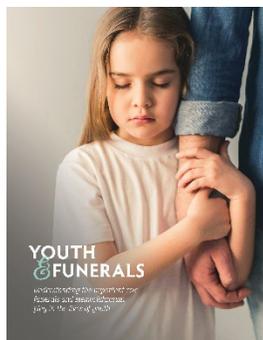
About the Funeral Service Foundation: Since 1945, the Funeral Service Foundation has served as the philanthropic voice of the funeral profession and has identified as the charitable arm of the National Funeral Directors Association since 1997. Donors and volunteer leaders profession-wide support the Foundation in its mission of investing in people and programs to strengthen funeral service and lift up grieving communities. **Learn More:** [Funeral Service Foundation](#)

If you are interested in featuring these presentations at your convention or conference, please contact Kelly Manion at kmanion@funeralservicefoundation.org or 262-814-1574.

The Youth & Funerals Initiative: Connecting with Your Community

Run-time: 60 minutes

Learn More: [Youth & Funerals: Understanding the important role funerals and memorialization play in the lives of youth](#)



Presentation Summary: The death of a loved one is a painful and often overwhelming experience at any age, but for children it may be confusing or scary if they are not given honest information or are left out of the funeral and memorialization process. Using the Youth & Funerals initiative as the foundation, we will explore the important role funerals and memorialization play in the lives of grieving youth, and how the tools and resources available to you can help you build meaningful relationships with the families and communities you serve.

Learning Objective: To better understand the important role funerals and memorialization play in the lives of grieving youth, and to use tools and resources available to help build meaningful relationships with families and communities.

Top Takeaways:

1. Participants will understand the important role memorialization and rituals play in the lives of grieving youth.
2. Participants will learn how to debunk the common myths surrounding youth attendance at funerals.
3. Participants will learn ways to include children and families in funeral and memorialization
4. Participants will learn how to use the tools and resources to build meaningful relationships with families and communities.

Outline:

- I. Initiative Overview
- II. Discussing death & funerals
- III. How funerals & rituals help us
- IV. Encouraging the conversation with families
- V. Debunking common myths about youth and funerals (including brief video)
- VI. Youth involvement in memorialization
 - a. Examples of practical application
- VII. Preparing youth for funeral attendance & viewing loved ones
 - a. Examples of practical application
- VIII. Taking the initiative out into the community to build meaningful relationships
- IX. Questions and Answers

Your Next Great Hire Awaits: How to Recruit Military Veterans into Open Positions using the Free Journey to Serve Program

Run-time: 60 minutes

Learn More: [Journey To Serve](#)



Presentation Summary: Journey to Serve is a collaborative initiative between the Funeral Service Foundation and the ICCFA Educational Foundation designed to help recruit military veterans to open positions within the funeral service and deathcare profession. Learn the traits that make military veterans such ideal candidates for careers in deathcare, hear first-hand accounts of successful veteran hires, and discover how you can use the Journey to Serve toolkit to better communicate with and recruit military veterans to your funeral service business.

Learning Objective: To leverage the tools available through the Journey to Serve Initiative to recruit military veteran into open positions in funeral service.

Top Take-Aways:

1. DISCOVER why veterans are a good fit for careers in funeral service
2. DIVE INTO the Journey to Serve recruitment toolkit and learn how to recruit veterans
3. UNDERSTAND the financial benefits to hiring service members

Outline:

- I. History of the initiative
- II. What makes veterans a good fit for the funeral service profession?
- III. Why hiring veterans makes good business sense
- IV. Exploring tools offered in the toolkit and creating a path to recruitment
- V. How to use the Journey to Serve Video, and print, digital and radio ads
 - a. Driving recruitment via social media
 - b. Educating your team
 - c. Resources to share with veterans
 - d. Available scholarships
- VI. Where to find veterans in your community
- VII. Interview Dos and Don'ts
- VIII. Business and tax incentives
- IX. Question & Answers