



MAKING THE MOST OF YOUR IMPACT 1000 MEMBER BADGE

Thank you for joining IMPACT 1000, a community of funeral service professionals committed to advancing the future of the profession through the Funeral Service Foundation.

As an IMPACT 1000 member, you have received a digital badge (.PNG file) that can be used across your marketing materials, website, and communications to showcase your commitment to supporting funeral service professionals, education, and community impact.

Below are a few easy ways to share your membership and maximize visibility for your support of the Foundation.

➤ Website Placement

Adding your IMPACT 1000 badge to your website is one of the easiest ways to demonstrate your commitment year-round.

Recommended Locations

- Homepage
- About Us page
- Community Involvement page
- Giving Back page
- Footer of your website
- News or Announcements section

Best Practices

- Use the full-color PNG provided.
- Ensure the badge remains large enough to be easily read.
- Consider linking the badge to the Funeral Service Foundation website or IMPACT 1000 information page.
- Add alt text such as "IMPACT 1000 Member – Supporting the Funeral Service Foundation."

➤ Email Newsletters

Share your involvement with clients, community members, and professional contacts through your email marketing.

Ways to Use the Badge

- Include it in a company newsletter announcement.
- Feature it alongside a short message about your support of the Foundation.
- Add it to community impact or company news sections.

Sample Copy

Proud IMPACT 1000 Member

We are honored to support the Funeral Service Foundation through IMPACT 1000, helping advance education, scholarships, and resources that strengthen the funeral service profession.

➤ Google Business Profile (What's New Post)

A Google Business Profile post can help showcase your involvement directly in Google Search and Maps.

Create a Post

1. Sign in to your Google Business Profile.
2. Select **Add Update** or **Create Post**.
3. Upload your IMPACT 1000 badge PNG.
4. Add a brief announcement.
5. Include a link to learn more about the Funeral Service Foundation if desired.
6. Publish the post.

Sample Post

We are proud to be an IMPACT 1000 member supporting the Funeral Service Foundation and its mission to strengthen the future of funeral service through scholarships, education, and professional resources.

➤ Email Signatures

Consider adding the badge to employee or leadership email signatures.

Benefits

- Creates visibility with every email sent.
- Reinforces your organization's commitment to professional advancement.
- Provides a simple conversation starter with families, partners, and industry colleagues.

Recommended Placement

Place the badge beneath your contact information or alongside other professional affiliations and certifications.

➤ Blog Posts & Company News

If your organization maintains a blog or news section, consider publishing a short announcement about your IMPACT 1000 membership.

Ideas to Include

- Why your organization chose to join.
- Your commitment to supporting the profession.
- The importance of scholarships, education, and industry resources.
- A link to learn more about the Funeral Service Foundation.

➤ Digital Brochures & Marketing Materials

The badge can also be incorporated into digital marketing pieces such as:

- Community impact reports
- Annual reports
- Recruitment materials
- Sponsorship presentations
- Digital brochures
- Event materials
- Company capability statements

Best Practice

Position the badge alongside other professional memberships, affiliations, and recognitions.

➤ Press Releases

If your organization issues press releases or community announcements, consider including the badge and announcing your IMPACT 1000 membership.

Potential Audiences

- Local media
- Community organizations
- Business partners
- Industry publications
- State funeral director associations



➤ Internal Communications

Don't forget to celebrate your involvement internally!

The badge can be included in:

- Employee newsletters
- Internal announcements
- Company intranet pages
- Staff meeting presentations
- Recruitment and onboarding materials



Badge Usage Guidelines

To maintain consistency and brand integrity:

Do

- ✓ Use the original PNG file provided by the Funeral Service Foundation.
- ✓ Keep the badge proportions intact when resizing.
- ✓ Use the badge in full color whenever possible.
- ✓ Leave adequate space around the badge so it remains visible and recognizable.

Don't

- ✗ Stretch, distort, or alter the badge.
- ✗ Change the colors, typography, or design elements.
- ✗ Place the badge on backgrounds that make it difficult to read.
- ✗ Recreate or redraw the badge.

THANK YOU

for Supporting the Future of Funeral Service

Your IMPACT 1000 membership helps fund scholarships, professional development, and resources that strengthen funeral service professionals and the families they serve. We encourage you to proudly display your badge and share your commitment with your community.

For questions about badge usage or IMPACT 1000 membership, please contact the Funeral Service Foundation.