



HOW TO TALK ABOUT IMPACT 1000

Funeral professionals trust other funeral professionals. When you talk about IMPACT 1000, you're not reciting a pitch — you're speaking as someone who knows this work firsthand.

The Pitch

IMPACT 1000 is a way for individual supporters to give back and strengthen funeral service — together. With a \$5,000 pledge over five years, you join a growing community making a real impact. Learn more at FuneralServiceFoundation.org/impact1000.

Over 100 professionals joined as the Founding Class — and the first member vote is happening this year.

Why People Join



Make an Impact

every dollar goes directly toward programs that strengthen funeral service and the families it serves



Build Community

connect with fellow professionals who share your commitment to the profession's future



Use Your Voice

one of the only places in funeral service where you get a direct vote on where funds go



Give Back

build a lasting legacy in a profession that has given so much to the people in it



Membership Benefits

- A vote on how designated IMPACT 1000 funds are directed
- An invitation to the Donor Reception
- Access to Foundation leadership's annual call
- Networking opportunities with fellow members
- Recognition in Foundation publications and at the NFDA Convention



FUNERAL SERVICE
FOUNDATION

The Commitment, Explained Simply

\$1,000
per year



5
years
(totaling \$5,000)

OR

One-Time
\$5,000 contribution

Flexible payment options
are available either way

Who Can Join

IMPACT 1000 isn't limited to funeral directors. It's open to any individual who wants to make a meaningful difference in funeral service — funeral professionals, supplier partners, or anyone part of an organization that shares in the mission. Every contribution counts, regardless of someone's role in the profession.

Sharing Your Own Experience

New to IMPACT 1000? Lead with why you joined. Been a member a while? Lead with what you've seen it actually do.



Using the Flyer and Slide

The flyer works well as a leave-behind at events, in an email attachment, or printed for a meeting. The slide is built for a quick mention in a presentation, staff meeting, or board update — drop it into your own deck when IMPACT 1000 comes up.



Questions You Might Get & How to Answer Them

➤ *"Isn't \$5,000 a lot?"*

It can be paced at \$1,000 a year for five years, which works out to less than \$100 a month.

➤ *"What does it actually fund?"*

Scholarships, grants, and programs that support funeral professionals and the families they serve.

➤ *"Has it actually made a difference?"*

Point to what's real: the first member vote happening this year, the Donor Reception, and the growing network of members. If you're speaking from your own experience, that's the most convincing answer you can give.

➤ *"What's in it for me?"*

Beyond the impact itself, members get a vote on fund direction, access to Foundation leadership, and recognition for their commitment.

➤ *"Do I have to be a funeral director?"*

No. Suppliers, organizations, and any individual who believes in the mission can join.



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LEARN MORE

Visit FuneralServiceFoundation.org/impact1000 to learn more or pledge.