

# RECOGNIZING EXCELLENCE

## IN FUNERAL SERVICE



*The Resource for Funeral Professionals*

Information about the award program, the guidelines, and how to apply.

# Become recognized as a leader in the funeral service profession

The Illinois Funeral Directors Association has established an awards program as a way to identify the exemplary and enduring contributions our members make to the communities they serve and the funeral service profession.

The Illinois Award of Funeral Service Distinction has been instituted to recognize members for their outstanding contributions and achievements in select areas and to promote initiatives in social and educational areas.

By acknowledging these awardees, we also use their body of work to inspire our future generation of leaders to higher levels of achievement. These firms personify the commitment to excellence and service and bring distinction to themselves and to IFDA.

## An outstanding public relations program for your funeral home

The Illinois Award of Funeral Service Distinction is for firm members; it is not for the individual funeral director. Firm members have the opportunity to qualify each funeral home or branch for recognition individually. A separate application and entry must be received for each location seeking recognition. Entries must demonstrate proficiency in four vital areas of funeral service.

Award Certificates will be presented at the Annual Convention to those who have successfully achieved the criteria. **Press releases will be sent on behalf of awardees announcing their achievement.** Trophies are also available at an additional fee.

Showcase your  
success

Market an  
award-winning  
program to your  
customers

**QUESTIONS? - Have questions or need advice completing the entry application?** Call us. We're here to help. 217-525-2000 or email [info@ifda.org](mailto:info@ifda.org).

# Entry Criteria

## Period of Participation

The period of participation is on a yearly basis from May 1, 2018 to April 30, 2019. All documentation is due to the IFDA office no later than May 15, 2019. First time applicants may go back an extra year to complete criteria. Certification is on a yearly basis with awards presented at the Annual IFDA Convention.

## Criteria

1. **Basic Requirements.** The firm must be a member of the Illinois Funeral Directors Association in good standing throughout the entire period of participation and must be present at least once annually at an Association function (Convention, Fall/Spring Seminar, Committee Meeting, etc.).
2. **Community Outreach** (must complete 4 separate items of the 7 to qualify)
  - Speak, present, or sponsor a program on the value of funeral service to a community group such as a local school, church, civic or community club, or organization.
  - Implement a new, or improve an existing, clergy relations program.
  - Participate in local government, service clubs, or fraternal organizations in an elected office or through volunteer activities.
  - Sponsor a visit to your funeral home for groups such as youth, church, civic organization, or school.
  - Volunteer at least 12 hours with a community service organization (i.e. Meals on Wheels, Habitat for Humanity, etc).
  - Support and/or participate in programming on a specific health issue (i.e. American Cancer Society, March of Dimes, etc.)
  - Describe a Community Outreach program that does not fit into criteria 1-6.
3. **Family Outreach** (must complete 4 separate items of the 7 to qualify)
  - Host a special event memorial service (i.e. Memorial Day, Holiday program, Veterans Day, etc.).
  - Provide an aftercare or grief support program.
  - Add at least 5 new titles or links to your funeral home resource library or website.
  - Support or participate in programming with local hospice or palliative care organization.
  - Execute an innovative funeral service, demonstrating a unique and highly meaningful service.
  - Use social media or web-based tools (i.e. blogs, Facebook, Twitter etc.) to market your firm and educate the community about funeral service and grief/bereavement issues. (simply having a website does not meet this criteria).
  - Describe a Family Outreach program that does not fit into criteria 1-6.
4. **Professional Development** (must complete 4 separate items of the 7 to qualify)
  - Hold an office on a local, state, or national funeral service association, committee, or task force.
  - Serve as a preceptor or provide a practicum experience for a mortuary science student.
  - Earn or maintain designation as a Certified Funeral Service Practitioner (CFSP), Certified Preplanning Consult (CPC), Certified Crematory Operator (CCO), or Certified Cremation Services Provider (CCSP).
  - Write an article that is published in a funeral service publication or local newspaper/publication concerning some aspect of funeral service.
  - Participate in a funeral supplier or professionally sponsored seminar (i.e. merchandise supplier, mortuary school, chemical company, etc.).
  - Participate in the NFDA Pursuit of Excellence Program.
  - Describe a Professional Development program that does not fit into criteria 1-6.

## Entry

Entry is made by including a photograph of the funeral home staff, a brief description of the funeral home background, and ways in which the funeral home staff may have assisted in completing the criteria.

# Entry Application

Please print clearly.

Firm Name: \_\_\_\_\_

Firm name as it should appear on press release, certificate, award:  
\_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Email: \_\_\_\_\_

Newspapers for press release (list up to 3)-include publication name, contact name (if known)

1) \_\_\_\_\_

2) \_\_\_\_\_

3) \_\_\_\_\_

## QUESTIONS?

217-525-2000

info@ifda.org

www.ifda.org

## Participation Fee

Early Bird Participation Fee (on or before February 1, 2019) \$195

Standard Participation Fee (after February 1, 2019) \$250

Illinois Award of Funeral Service Distinction Trophy (optional) \$250

## PAYMENT INFORMATION

Total amount to be paid: \$ \_\_\_\_\_

Payment Method: Check # \_\_\_\_\_ Credit Card # \_\_\_\_\_

Expiration Date: \_\_\_\_\_ CVV: \_\_\_\_\_ Signature: \_\_\_\_\_

Return application and payment to: IFDA  
215 South Grand Avenue West  
Springfield, IL 62704