

Have the Talk of a LifetimeSM Campaign

Who is FAMIC?

- Comprised of 10 organizations.
- Represents more than 16,000 entities.
- FAMIC Study “American Attitudes Toward Ritualization and Memorialization” (formerly Wirthlin) every 5 years.

FAMIC Mission

“FAMIC is committed to making available to the public direct and open information regarding death care and memorialization from the leading associations of service providers and businesses.”

FAMIC Members

- Casket & Funeral Supply Association
- Cremation Association of North America
- Funeral Service Foundation
- International Memorialization Supply Association
- International Order of the Golden Rule
- Monument Builders of North America
- National Concrete Burial Vault Association
- National Funeral Directors & Morticians Association
- National Funeral Directors Association
- Selected Independent Funeral Homes

Original Campaign Goals

- Determine and promote the value of memorialization.
- Promote better understanding, knowledge and acceptance of the value of the funeral ceremony.
- Commemorating a life (memorialization) in a meaningful, appropriate way.

Original Campaign Goals

- Raise awareness, change attitudes, influence usage.
- Develop powerful, meaningful messages that will resonate with consumers to help FAMIC member organizations.

Funding

Funeral Service Foundation – Initial Grant

THANK YOU!!

Matching Funds from 10 FAMIC Members

FAMIC's Unique Role

**Inspire the
conversation**

Teaser Landing Page

*for FAMIC members,
on FAMIC website*



Coming soon...

An exciting new consumer education marketing program for FAMIC members.

Have the Talk of a LifetimeSM

Learn how you can inspire people to talk about what matters most in their lives and create a more meaningful memorialization.

National FAMIC Public Education Campaign

- Print advertising
- Digital advertising
- Brochures
- Video
- Social media
- Public relations
- Co-branding in your local marketplace

Campaign made possible by a generous grant from the Funeral Service Foundation.



Digital Campaign

Updated materials for the digital campaign:

- Landing page
- Digital ads
- Brochure
- Video
- Social Media
- Press Release

Campaign Landing Page

for Consumers

www.talkofalifetime.org

Three Calls-to-action

1. Watch video
2. Free brochure
3. Member links



Have the Talk of a Lifetime™

Submit your name, email address and ZIP code to download your free brochure*

Name

Email

Zip Code

Download your free brochure

You talk about everything. You share the big events and small victories. But there's one conversation you probably haven't had and it's time to have the talk about how you want to be remembered. It can make the difference of a lifetime.

Members:

RESOURCES | CONTACT US | CONNECT 

*You may receive emails from FAMIC or FAMIC member organizations.
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Digital Ads

- Download and add to your website.
- Hyperlinks to consumer landing page.



How do you
want to be
remembered?

Download
brochure

FAMiC

Funeral and Memorial Information Council



Who you are matters.
Let your loved
ones know
what's important.

Download
brochure

FAMiC

Funeral and Memorial Information Council

Brochure

- Customize with your logo.
- Distribute at your place of business, consumer and civic events, etc.



Video

2-Minute video will include:

- Rationale to “Have the Talk of a Lifetime.”
- Call to Action: Find a FAMIC member and download your free brochure now.
- Add to website, present at consumer and civic events.

Social Media

Have the Talk of a Lifetime
 How do you want to be remembered?
 Talk Of A Lifetime
 @TalkOfALifetime
 How do you want to be remembered? Who you are matters, so Have the Talk of a Lifetime with the ones you love. Brookfield, Wisconsin
 0 TWEETS 0 FOLLOWING 4 FOLLOWERS
 Follow

online pinboard.
 are things you love.
 Join Pinterest » Login

How do you want to be remembered?
 FAMiC
 Google+
 Have the Talk of a Lifetime


How do you want to be remembered? Who you are matters, so Have the Talk of a Lifetime with the ones you love.
 Pinterest
 0 Boards 0 Pins 0 Likes Activity
 1 Follow

How do you want to be remembered?
 FAMiC
 Facebook
 Have the Talk of a Lifetime
 10 Likes · 0 were here
 Event Planning
 Brookfield, Wisconsin
 Suggest a phone number

YouTube
 COMEDY WEEK
 TalkOfALifetime
 0 subscribers
 No views
 Video Manager
 View as public
 How do you want to be remembered?
 FAMiC
 YouTube
 Videos Discussion About

Print Ads

- Downloadable and customizable.
- Placement in local media, print flyers, multiples uses.


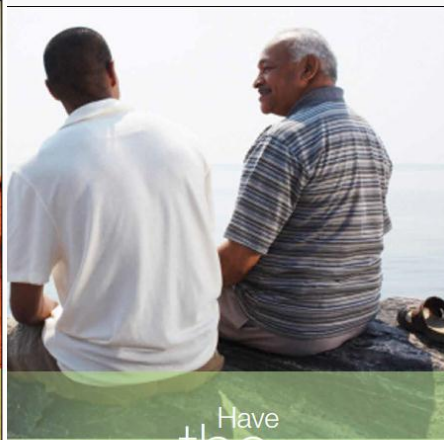


Have
the
Talk of a
LifetimeSM

You talk about everything. You share the big events and small victories. The news of a lifetime and the day-to-day details. But there's one conversation you haven't had and it's time to have the talk about how you want to be remembered.

Who you are matters, so you need to tell your loved ones – and they want to know. Because today, memorialization is so much more than the traditional events of the past; they're as personal and dynamic as you are. The members of the Funeral and Memorial Information Council are here to help you get the conversation started.

Visit talkofalifetime.org today and download your free *Have the Talk of a Lifetime* guide.





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Accessing the Materials

- Your association's website
- FAMIC website
 - www.famic.org/campaign
 - Contact your association for password

The Time Is NOW

- It is critical that every funeral home and supplier get involved.
- Your involvement will be what helps us begin to change consumer opinions and attitudes toward memorialization.

Let's start the conversation!

Have the Talk
of a LifetimeSM