

Have the **Talk**
of a **Lifetime**®



Community Events Guide

A consumer awareness campaign brought to you by



Connect with your community any time of year: host a Have the Talk of a Lifetime event!

This unique consumer awareness campaign encourages families and friends to share stories about life, the things that matter most and how they want to be remembered.

There are many benefits to hosting events in your community, including:

- Families learn about the importance of memorialization
- Positions you as a local expert
- Shines positive light on the profession
- Brings consumers to you

The sky's the limit, but this guide offers a variety of ideas to get your creativity flowing, along with tips and tools to help you create a successful experience.

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Incorporating Have The Talk of a Lifetime



It's easy to inspire others to Have the Talk of a Lifetime during your event! Incorporate the concept into a presentation, post signage around the event and hand out Have the Talk Conversation Cards to people who attend.

Helpful Points:

Have the Talk of a Lifetime ...

... is a consumer education campaign designed to help people begin the discussion with their loved ones about what matters in their lives and how they want to be remembered.

... focuses on helping people share memories made, lessons learned, life stories, values, interests and experiences.

... can help reinforce the importance of memorialization and make it easier for people to remember loved ones in a more meaningful and personal way.

... is a natural extension of the emotional support and help that funeral professionals currently provide to their communities when it comes to having these very important discussions.

... Conversation Cards can help lead a family through a series of discussions in an informal and meaningful way. Visit famic.org for more information.

Winning Event Ideas



There are so many fun and informative ways to bring your community together. You may already have a list of great ideas, but if not, here are some engaging suggestions to get you started.

Commemorate a Veteran

- Host a presentation by local Veterans' Cemetery staff, Veterans Service Organizations, the VFW, or like experts.
- Invite families to send in photos of family members in their service uniforms. Compile a slideshow and show it at a gathering that incorporates Have the Talk of a Lifetime.
- Fly-overs aren't just for Memorial Day – do you have connections?
- Record interviews with veterans and compile a video to share.
- Host a veterans' appreciation dinner and present Have the Talk Conversation Cards to attendees.
- Organize a donation-based fundraiser for Paralyzed Veterans of America or like organization.
- Participate in your local Memorial or Veterans Day Parade.

Embrace the Great Outdoors

- Host a mini-county fair or harvest festival
 - Invite local restaurants/breweries to co-sponsor.
 - Organize outdoor games/raffles.
 - Hire a face painter, balloon artist or even a whole petting zoo!
 - Invite a live band or DJ.
- Celebrate hunting/fishing/camping enthusiasts.
 - Host a presentation by representatives from local DNR or sportsperson organizations
 - Offer a workshop, such as “Learn the Art of Fly Tying”
- Grow your gardener following.
 - Share a workshop on fall plantings or winterizing your garden.
 - Host a project, like Shoe/Purse Planters or Make Your Own Terrarium
 - Host a community garden sale.
- Host a vintage car show.

Make a Difference

- Organize a park/highway cleanup.
- Plan a 5k fundraiser for charity.
- Invite local law enforcement to speak about safety.

Winning Event Ideas (Cont.)



Fun for Foodies

- Host a cookout or potluck in your funeral home's parking lot.
- Host a bake sale.
- Invite a local chef to share cooking tips or demonstrate a recipe.
- Invite participants to share favorite family recipes and compile a cookbook.
- Host a "Pizza and Preneed" lunch or dinner event.

Partner with an Expert

- Historian
- Storyteller
- Estate Planner/Attorney
- Social Security/Insurance Expert

Inspiration All Year!



Anytime is a great time to gather your community together to Have the Talk of a Lifetime, but here are some great occasions to celebrate:

January: New Year's Day

February: Valentine's Day

March: St. Patrick's Day

April: Sibling Day, National Healthcare Decisions Day

May: Mother's Day, Memorial Day

June: Father's Day

July: Independence Day

August: Family Reunions, Vacations

September: Grandparents Day

October: Family History Month

November: Veterans Day, Thanksgiving Day

December: Christmas Day, Hanukkah

Planning for Success



Make your event friendly and welcoming to everyone...

- **Scheduling:** Events that occur during the weekend are most popular and daytime events tend to be better attended than evening.
- **Budgeting:** There's no need to break the bank! Consider your options and choose what will make the most memorable impact for your budget.
- **Attendance:** The average rule of thumb when hosting events is that 50% of those who say they will come actually turn up, so if 20 people confirm their attendance you should expect 10.
- **Signage:** Put a sign outside your venue to encourage people walking past to participate.
- **Food and Beverage:** Offer complimentary food and beverages. It does not have to be a big feast, but food & beverage is a motivator. *Ask local businesses to sponsor the food and drink.*
- **Technology:** Test all technology prior to the event, and make sure that you have a 'Plan B' in case there are technical issues.
- **Décor:** Try and make the space as interesting and inviting as possible.
- **Music:** Have background music playing when your guests arrive.
- **Greeting:** Thank everyone who contributed and welcome everyone who attends. Use the talking points as appropriate. Explain the reason for the event, and give an overview of what will transpire.
- **Gather Information:** Ask attendees to leave their email addresses should they want to receive further correspondence from you and/or your business. A sign-in sheet is always an easy way for participants to leave contact information.
- **Photos:** Take lots of photos and videos - they can be used in so many ways, including promoting future events. Create a shot list so you remember to take important photos. You may want to have a Photo Release (available on famic.org) signed by participants or a sign posted.
- **Follow Up:** Follow up with a thank you to event attendees, and post your photos online and on social media. Be sure to thank your event partners.
- **Take Notes:** Debrief your event so you remember what went well and areas for opportunity.
- **Share Your Success!** We want to hear all about your stellar event. Please submit the Event Feedback Form (at the end of this document) to famic@associationexcellence.com and let us know how it went!

Promote Your Event



Encourage attendance – let people know about your event!

- **Register your event** at havethetalk.org or by sending in the submission form.
- **News Release:** Send a press release or media alert and include relevant images and logos (if possible). *Follow up by contacting local press one week prior to event.*
- **Event Flyers:** Customize and place event flyers around your community and place of business. Have the Talk Event Templates can be found on the famic.org website.
- **Social/Event Calendars:** Add your event listing to local social calendars both print and on-line. Make sure to add your event to the Have the talk consumer website: <https://www.talkofalifetime.org/submit-an-event/>
- **Social Media:** Use social media sites (Facebook, Twitter, LinkedIn, etc.) to *regularly* promote your event, and include the information on your website.

Tools for You



FAMIC is pleased to offer an extensive collection of materials to support your public relations efforts. Visit famic.org and click Have the Talk of a Lifetime, Password: campaign.

Visual Support

- Have the Talk logos for print and digital applications
- Stock photography
- Videos
- Brochures
- Print/digital ad templates
- Flyer templates
- Poster Templates

Outreach Materials

- News Release tips
- Media Alert event calendar submission template
- Public Service Announcement (PSA) radio script template

Tools for Your Community

Encourage event attendees (and other people you encounter) to keep the momentum going after the event. A variety of resources are available to help:

- Have the Talk of a Lifetime Workbook
- Activity Guide
- Conversation Cards
- Planning Checklist



Register Your Event!

Thank you for hosting a Have the Talk of a Lifetime event in your community!

Your efforts play a key role in helping families start their conversations about what matters most to them and how they will want to be remembered.

Please complete this form and return it to your FAMIC member association or directly to FAMIC via email to famic@associationexcellence.com or fax to 262-789-6977.

Contact Person: _____

Business Name: _____

Business Contact Information:

Address: _____

Phone: _____

Email: _____

Web address: _____

Event Date: _____ Time: _____

Event Description:

Photo Release Form

I hereby grant _____ permission to use my likeness in a photograph or other digital reproduction in any and all of its publications, including website entries, without payment or any other consideration.

I understand and agree that these materials will become the property of _____ and will not be returned. I hereby irrevocably authorize the _____ to edit, alter, copy, exhibit, publish or distribute this photo for purposes of publicizing the its programs or for any other lawful purpose.

In addition, I waive the right to inspect or approve the finished product, including written or electronic copy, wherein my likeness appears. Additionally, I waive any right to royalties or other compensation arising or related to the use of the photograph. I hereby hold harmless and release and forever discharge _____ from all claims, demands, and causes of action which I, my heirs, representatives, executors, administrators, or any other persons acting on my behalf or on behalf of my estate have or may have by reason of this authorization.

I am 18 years of age and am competent to contract in my own name. I have read this release before signing below and I fully understand the contents, meaning, and impact of this release.

Signature

Date

Printed Name

If the person signing is under age 18, there must be consent by a parent or guardian, as follows:

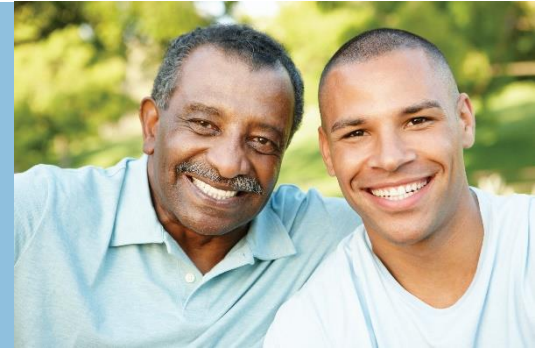
I hereby certify that I am the parent or guardian of _____, named above, and do hereby give my consent without reservation to the foregoing on behalf of this person.

Parent/Guardian's Signature

Date

Parent/Guardian's Printed Name

Event Feedback Form



Contact Name:

Email:

Event Name:

Event Date:

Time of event:

Attendance:

Event Location:

Event Summary:

The highlight of this event was:

Next time, we would change: