



remembering a
life

REMEMBERING A LIFE

An Idea Guide for Funeral Professionals

Every family has a story. Help them tell it.



EVERY
FAMILY
HAS A
STORY.

Help them
tell it.

**How will you
inspire the families
in your community
to pay tribute to
their loved ones?**

Remembering A Life tools are versatile and can be used in a variety of ways in your funeral home and within your community.

Need additional inspiration or have some questions about how you can most effectively tailor this community outreach initiative in your area? Call NFDA and ask to speak with a member of the Remembering A Life Team – we're excited to help you get the word out!

NFDA

NATIONAL
FUNERAL
DIRECTORS
ASSOCIATION

Remembering A Life is a consumer outreach and education initiative of the National Funeral Directors Association



The Tools

Website

Instantly connect your families to the resources they need to plan or preplan a funeral, support others and begin the grief journey when you link to RememberingALife.com on your firm's website. Your families will have immediate access to the information they need to create a beautiful and meaningful service and tools they can use as they begin to mourn the death of their loved one.

Visit: RememberingALife.com

Podcast

Listen in! Voices from throughout funeral service and other end-of-life professions are stepping up to the mic to talk about the topics that matter most to consumers. From grief and loss to remembering a life, the Remembering A Life podcast inspires families to have conversations about life, loss and how they want to be remembered.

Visit: RememberingALife.com/podcast

Book Club

Calling all book lovers! The Remembering A Life Book Club puts a literary twist on remembering a life and grieving a loss with a suggested reading list, book reviews, a book of the month, giveaways, special events and more.

Visit: RememberingALife.com/bookclub

The Blog

Have five minutes for a quick read? Visit the Remembering A Life blog for short but insightful posts, written by end-of-life and other professionals, about everything from planning a funeral and grieving a loss to remembering a life.

Visit: RememberingALife.com/blog

Public Service Announcements

Inspire and encourage your families to hold meaningful funerals for their loved ones by using NFDA's series of professionally produced and award-winning PSAs. The PSAs are available to post on your website, use in community presentations or work with your local or cable TV channel to run the spots.

Visit: nfda.org/psas

Social Media Toolkits

Download a new suite of posts each month - including graphics, text and links - and post on your firm's Facebook page. Remembering A Life social media posts take the work out of directing your families to the resources they need to be informed about their options.

Visit: nfda.org/RememberingALife



Brochures

NFDA's popular line of consumer brochures guides families as they plan a funeral and begin the grief journey. Each brochure directs readers to visit RememberingALife.com for additional resources.

- The Value of Viewing Your Loved One (New!)
- Funerals Are for the Living (New!)
- Every Life Deserves a Tribute (suicide, overdose)
- Creating a Meaningful Funeral
- Embalming - Answers to Your Questions
- Grieving the Loss of a Pet
- Healing After the Loss of a Loved One
- Helping Children Through their Grief
- Preplanning a Meaningful Funeral
- Understanding Cremation

Visit: nfda.org/store

Have the Talk of a Lifetime

Tools and resources, including conversation cards, to inspire your families to have the Talk of a Lifetime:

- Workbooks
- Have the Talk of a Lifetime Conversation Cards (Original deck in English and Spanish)
- Have the Talk of a Lifetime Conversation Cards - Kids Edition
- Have the Talk of a Lifetime Conversation Cards - Celebrations Edition

Visit: nfda.org/havethetalk

Youth & Funerals

Conveying the importance of a child's participation in a memorial or funeral service can be difficult for funeral directors to discuss with families. To assist members in having meaningful conversations with families, caregivers and the community, the Funeral Service Foundation has developed a suite of Youth & Funerals resources, including a booklet and video.

Visit: nfda.org/youthandfunerals

When A Child Dies

Funeral Service Foundation recognizes that you are caring for the heart and soul of a family when you bring a child into your care. No words or actions can take away the family's pain, and funeral professionals often say, "The death of a child never gets easier." The Funeral Service Foundation's latest community care resource, "When a Child Dies: Planning Acts of Love & Legacy," offers guidance and inspiration to help families say goodbye.

Visit: funeralservicefoundation.org



The Tools

Self-care Box

The items in the Remembering A Life Self-care Box were carefully selected to help grieving individuals find relaxation, reflect and remember. How and when they are used is up to the individual – there is no "right" or "wrong" way or time. The important thing is to use them when ready to do so, whether that's today, tomorrow, or weeks – even months – from now. The box makes a thoughtful gift for the families you serve.

- Grief Journal
- Memory Jar
- Essential Oil
- Candle
- Dragonfly Keychain
- Rose Quartz Stone
- Water Bottle
- Remembering A Life Button

Visit: RememberingALife.com/box

Checklists for Families

Looking for a simple way to help families in their time of need? Provide them with timely checklists that help them stay organized and informed on what they need to do after a death has occurred. From a list of organizations to contact, to how to contact reporting agencies and memorialize social media accounts, our Remembering A Life checklists are free for NFDA members to download and give to their families.

Visit: RememberingALife.com/freeresources

Legacy Films

This curated collection of legacy films can be used in your community to help families understand the power of storytelling and inspire them to tell stories about their loved ones. Each tells the story of an ordinary person who lived an extraordinary life by living passionately and having a positive impact on the lives of their loved ones.

Visit: RememberingALife.com/activities



Free Remembering A Life Community Digest

Be the first to know about new Remembering A Life resources, free downloads and innovative ideas for reaching out to families in your community when you read the monthly Remembering A Life Community Digest. NFDA members receive it for free.
Watch your inbox!



REMEMBERING A LIFE

Your guide to honoring a life well-lived, from planning a tribute to mourning a loved one.

On Your Website

Enhance your website with these free resources!



Do It Today!

Link to RememberingALife.com from your website

[Link to RememberingALife.com](#)

Provide families with resources that will educate them about funerals and funeral planning so when they visit your funeral home, they are better prepared to make informed decisions. You can also add direct links to specific pages on RememberingALife.com so visitors to your site can, with one click, access the:

- Remembering A Life [Blog](#)
- Remembering A Life [Podcast](#)
- Remembering A Life [Book Club](#)

[Post the Public Service Announcements](#)

Increase engagement on your website when you embed NFDA's award-winning public service announcements on your website. Visit nfda.org/psas to request the embed codes.

[Host an Online Film Festival](#)

The Remembering A Life suite of legacy films is available for free for members to embed on their website. Invite families via social media, an email or newsletter to view the films on your website. Visit nfda.org/films-and-legacy-film-making to learn more.

nfda.org/rememberingalife



On Social Media

Social media is one of the easiest ways to share information in your community.



Do It Today!

Follow Remembering A Life on Facebook and start sharing!

Funeral service is all about making personal connections with your families and others within the communities you serve. You do this in person every day, whether you're meeting with a family for an arrangement conference or comforting someone who is grieving while out and about in your community.

Still, we live in a digital world and making the most of the opportunities we have to connect through digital means, including social media, plays an important role in establishing new relationships.

Many Remembering A Life resources are designed to be shared on social media. Whether you link to RememberingALife.com; share a podcast or blog post; use prepared social media posts; or simply follow Remembering A Life social media and share posts with your own followers, social media can help you engage with your community in new ways,

nfda.org/rememberingalife

Remember to use
#RememberingALife
on your posts!

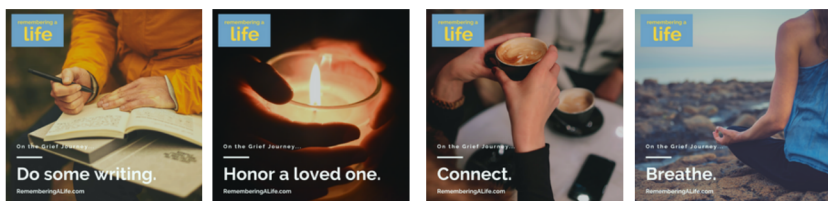


Social Media Toolkits

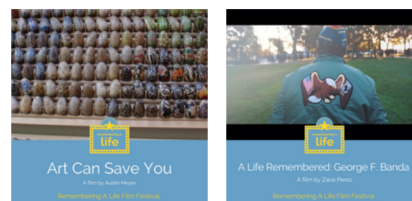
Remembering A Life makes social media easy with downloadable posts and suggested text and links that you can cut and paste onto your firm's Facebook page. A new suite is released each month and is announced in the monthly Remembering A Life Community Digest (NFDA members, watch your inbox!). Visit nfda.org/RememberingALife to see the posts currently available. **Watch for these posts and more!**



Grief Series



Film Festival Series



Storytelling Series



Have the Talk of a Lifetime Series





Remembering A Life Blog

The Remembering A Life blog (RememberingALife.com/blog) features posts by experts in end-of-life care, including hospice, funeral service, and grief support, providing readers with information and tools they can use to learn the value of a funeral and funeral directors; meaningful ways to honor a loved one; and how to begin the grief journey. It's easy to share these posts on your social media channels directly from the blog!

Podcast

Sharing Remembering A Life Podcast episodes on your social media channels is easy. Simply visit RememberingALife.com/podcast, click on the episode you'd like to share and share the link on your Facebook page or Twitter.

Book Club

Follow Remembering A Life on Facebook and share Remembering A Life Book Club announcements, such as books of the month, suggested reading and more!

Public Service Announcements (PSAs)

NFDA's award-winning Remembering A Life PSAs communicate not only the value of a funeral, but the important role a funeral director plays in creating a meaningful service. The entire suite is available for members to use for free. Simply request the embed codes (nfda.org/rememberingalife) and place the PSAs on your website. From there, you can easily share them on social media. The suite of PSAs has received awards from both ASAE (American Society of Association Executives) and The Telly Awards.

Legacy Films

Embed Remembering A Life Legacy Films on your website and share them on your social media channels.



In Your Community

Reaching out to your community demonstrates your commitment to helping families connect, grieve and heal.



Do It Today!

Request embed codes for PSAs and legacy films

There are a variety of events you can host in your community, whether at your funeral home or in a community center or other gathering place.

Remembering A Life makes it easy with resources and tools that help you create a meaningful experience for attendees, whether you educate them about the importance of having a funeral, help them on their grief journey, or inspire them to tell the story of their loved ones.

Use the ideas for classes, workshops and events on the pages that follow to begin planning an event in your community.

nfda.org/rememberingalife



Classes, Workshops and Events

The Value of a Funeral and Funerals Are For the Living

- Show the "Value of a Funeral" PSA and "Funerals Are For the Living" PSA and then hold a discussion about the value of a funeral.
- Invite participants to talk about meaningful funerals they've attended; discuss how they would want to be remembered, and how they would want to pay tribute to their loved ones.

Coping with Death by Suicide

- Partner with a suicide expert in your community to give a presentation/hold a discussion about suicide.
- If suicide is affecting young people in your community, consider partnering with a school and the school counselors to hold an event in the school.
- Invite attendees to put a memory in a memory jar, which can be read at the end of the session.
- **Important:** If you choose to hold an event related to suicide, ensure you have qualified individuals participating as facilitators and counselors. Do not personally facilitate discussions of a sensitive nature unless you are specifically trained to do so.

Have the Talk of a Lifetime

- Invite families in your community to come to your funeral home and have the talk of a lifetime with fellow community members.
- Facilitate a discussion about how the answers to the questions might inspire creative ideas for a funeral.
- Give each attendee a deck of Have the Talk of a Lifetime Conversation Cards.

Grief Journaling Workshop

- Partner with a grief therapist to guide attendees in how to begin journaling.
- Give each attendee a Remembering A Life Grief Journal.





Aromatherapy for Grief Workshop

- Partner with an aromatherapist to educate attendees about essential oils and how they can use them during their grief journey.
- Provide each attendee with the Remembering A Life Essential Oil Roller.
- Consider incorporating yoga into the session. Many yoga instructors also use aromatherapy as part of their practice.

Meditation Class

- Partner with someone who can lead a group in guided meditation.
- Invite families who experienced a loss during the last month or quarter.
- Give each participant a Remembering A Life Essential Oil Roller.

Memory Jar Embellishment Workshop

- Invite family members and friends of loved ones who have died to embellish a memory jar with photos and mementos of their loved one. (If you aren't crafty, invite someone who is to facilitate the workshop.)
- Give each attendee a Remembering A Life Memory Jar.
- Provide basic supplies such as stickers, Mod Podge glue/sealer, paint, etc., and ask participants to bring photos and other mementos.



Remembering A Life Makes it Easy

The Remembering A Life Memory Jar and Essential Oil Roller make it easy to create a meaningful in-person event.

nfda.org/store



Film Festival

- Show one (or more) of the Remembering A Life legacy films and host a discussion about remembering loved ones and honoring the lives of people who have died.
- Partner with local experts on drug overdose, suicide, etc., to facilitate a talk-back discussion after each film (if you choose to show those films). **Important:** Do not personally facilitate discussions of a sensitive nature unless you are specifically trained to do so.
- Create a film-festival atmosphere by offering popcorn, movie theater candy and other refreshments.

Host a Remembering A Life Book Club

- Visit RememberingALife.com/bookclub and review the recommended reading list to select a book - or use the book of the month.
- Use social media to announce the selected book and the date of the book club (allow about a month for people to read the book).
- Host a guided discussion at your funeral home or another location (your book club can also be held virtually!) - use provided discussion prompts (available at RememberingALife.com/bookclub) to guide the conversation.

Annual Remembrance Service

- Give each attendee at your annual/quarterly remembrance service a small gift, such as the Remembering A Life Candle or Essential Oil Roller.
- Invite each attendee to talk about a particularly meaningful aspect of the funeral held for their loved one.



Lights, Camera, Action!

The Remembering A Life Legacy Filmmaking Guide provides a simple how-to for anyone wanting to create a film about a loved one. Provide a copy to individuals attending your film festival or legacy filmmaking workshop - or send them a link in a follow-up, thank-you email.

RememberingALife.com/filmfestival



In Your Funeral Home

Small, thoughtful touches can make visitors to your funeral home feel welcome, appreciated and cared for.

Using Remembering A Life resources in your waiting area or during an arrangement conference can help put family members and friends at ease during a very difficult time.

Whether they engage with a deck of Have the Talk of a Lifetime Conversation Cards, watch a Remembering A Life legacy film, or review a brochure on a topic of interest, Remembering A Life tools and resources inspire conversation about what matters most and guide them in planning a meaningful tribute.

Even the youngest of mourners, who may be unsure about what to expect, especially if visiting a funeral home for the first time, will appreciate being offered activities that will help them feel valued and part of the discussion.



Do It Today!

Download free coloring pages at RememberingALife.com/activities

nfda.org/rememberingalife



Have the Talk of a Lifetime Conversation Cards

- Use Have the Talk of a Lifetime Conversation Cards to get to know a family during the preplanning process.
- The kids' version of the cards is perfect for getting to know children and putting them at ease.
- Give each family a deck of the cards to use at home.

Consumer Brochures

- Make Remembering A Life consumer brochures available in your funeral home to better educate families about embalming, the value of a viewing and more.
- Use the brochures as talking points when discussing relevant topics with families.

Remembering A Life Coloring Pages

- Engage young and young-at-heart alike with these free, downloadable coloring pages. Coloring can be a relaxing and soothing activity for people of any age. Visit RememberingALife.com/activities for the free downloads.

Remembering A Life Water Bottles

- Give each family member a filled Remembering A Life water bottle during the arrangement conference and invite them to keep it. Remind them of the importance of staying hydrated during this difficult time.



Little Free Libraries

Connect with families in your community by placing a little free library on your firm's property and fill it with books about coping with loss. These take-a-book/leave-a-book little libraries are popping up all over the world. Visit LittleFreeLibrary.org to get started.

Bonus: Let us know you have a little free library (call your member services representative!) and we'll send you two Remembering A Life Grief Journals, plus grief booklets produced by the Funeral Service Foundation, to help you stock your little free library!



At the Funeral Service

Encourage interaction among guests by providing opportunities to share stories and get to know each other.



Do It Today!

Follow Remembering A Life on Facebook and start sharing!

Memory Jar

Place one or more memory jars in gathering and seating areas at a funeral and invite guests to add a memory of the loved one. Give the jar(s) to the family after the funeral. If they choose to, family members and friends can share the experience of reading the memories after the funeral.

Have the Talk of a Lifetime Conversation Cards

Set out decks of Have the Talk of a Lifetime Conversation Cards for attendees.

Remembering A Life Tissue Packs

Place Remembering A Life Tissue Packs in appropriate locations throughout your funeral home, especially in the arrangement room(s) and during services.

nfda.org/rememberingalife



After the Funeral Service

The time after the funeral can be lonely and isolating for grieving family and friends. Let them know you care ... and remember.



Do It Today!

Follow Remembering A Life on Facebook and start sharing!

Thank-you Gift

Show appreciation to the family for entrusting their loved one to your care by giving them a Remembering A Life Self-Care Box, or an individual item from the box. Include a personal note about special stories you heard about their loved one at the funeral.

Follow-up Gift on a Special/Meaningful Day

Send a self-care box or individual item in honor of a date special to the deceased or the family, such as the death anniversary, the deceased's birthday, a wedding anniversary, or a meaningful holiday.

nfda.org/rememberingalife



Get Started

Getting started is easy and there are several things you can do today!

Today

- Explore RememberingALife.com
- Link to RememberingALife.com from firm website
- Request embed codes for Remembering A Life PSAs and legacy films
- Following Remembering A Life on social media and start sharing

Start Planning

- Review ideas for community events or funeral home open houses and consider which ones would be effective in your community
- Consider how Remembering A Life resources can help you create a meaningful funeral for the family and attendees

nfda.org/rememberingalife





FAQ

Have a question? We have answers - and we're here to ensure you have the tools you need to better serve your families.

Who can use Remembering A Life tools and resources?

Remembering A Life resources are free for NFDA members, and members also receive special pricing on some items.

How do I order Remembering A Life tools and resources?

There are two easy ways to order items such as Remembering A Life Self-care boxes and Have the Talk of a Lifetime Conversation Cards:

- Visit nfda.org/store
- Call (800) 228-6332

How do I post Remembering A Life public service announcements and legacy films on my website?

It's easy! Visit nfda.org/psas to request embed codes and instructions.

nfda.org/rememberingalife



RememberingALife.com

For funeral professionals: nfda.org/rememberingalife