Organizing for Recruitment: Finding New Members, Volunteers, and Board Candidates for Your Funeral Consumer Group

Building blocks of successful funeral consumer organizations

–Finding your mission (goals and objectives)
–Offering something of value: useful consumer information
    –informational brochure
    –periodic newsletter
    –educational website
    –telephone availability
    –educational presentations to groups
    –consumer education materials
–Getting publicity without spending much money
    –card handouts (business cards; postcards)
    –timely letters to the editor
    –community calendar in local newspapers
    –PSAs (public service announcements)
    –radio talk shows
    –press releases (especially regarding an event or new survey of costs)
    –newspaper articles

Outreach and networking

Who might be interested in what your local funeral consumer group has to offer?

Small group activity

–Divide into groups of 4-5 participants
–Select one member as a recorder for the group
–TASK: Using the provided Yellow Pages, identify as many groups and organizations in the community as you can that
    – might be interested in the information and services a funeral consumer organization might have to offer
    – that could offer locations for distribution of your group's brochures
    – Hint: There are about 25 categories of organizations/businesses listed in the Yellow Pages that are potential sources for members
    – Report back after 15 minutes how many groups and organizations you have found