Strategic Brief: Funeral Information Line

**Initiative:**

This funeral home community outreach program provides a step by step, how-to program on implementing what is called “The Funeral Home Information Line.”

**Why is this initiative important?**

This program was designed with the elderly population, who might not be comfortable with computer connections, a method of learning additional information concerning the variety of services offered by the funeral home, as well as additional information concerning information of general funeral interest by the public.

**What is the goal of this initiative?**

This program has to goal of reaching audiences of people in each community concerning funeral service information in a very easy and extremely economical manner for the funeral home client.

**How are you going to achieve this goal?**

Follow the blue print that is included in this month’s program package.

**What are the other opportunities for this program?**

The “Funeral Home Information Line” is so simple that in reality it can be altered, and/or added to with ease. In fact if any of our clients have specific topic requests that you would like to have specifically developed for your individual funeral homes simply contact us and Todd will write up an individual script to comply with the request. The sky is the limit concerning opportunities for this program.

**Heppell's Suggestions**: After getting your Information Line setup and going, it doesn't mean that you have to stop there. Here are two suggestions:

Take the same scripts and record them on your computer and save them as MP3 format. There is a free audio recording and editing program called Audacity which can be downloaded at <http://audacity.sourceforge.net/download/> . Once you have recorded the scripts, they can be uploaded to your website and installed with a Flash MP3 Player - your website master can do this for you.

Take the MP3s that you just recorded and import them into Windows Movie Maker (or iMovie for Macs) and create a still image(s) using PowerPoint or a graphics program about the topic. Then produce it as a web movie and upload it to YouTube and other video sharing websites.