

**ICCFA can support all your cemetery or funeral home marketing and consumer needs.
A free sample packet of all these items is available!**

Out in Your Community

Doing a community presentation at a senior facility? Advertising in your local paper? Offer the **ICCFA Emergency Record Guide** as a complimentary giveaway. These invaluable booklets are designed to help your potential customers organize their affairs, with fill-in pages that include:

- Important Papers and Relatives Locators
- Personal Statistics
- "Things You Must Do"
- Social Security & Veterans Benefits
- Memorial Instructions
- Living Will Instructions/Forms
- Financial Tables



The cover includes tabs for holding your business card, and may be further customized by inserting your own leaflets or brochures.

	Family edition	Personal edition
ICCFA members, 1-14 sets	\$85 each	\$75 each
ICCFA members, 15+ sets	\$81 each	\$71 each
Non-members	\$110 each	\$100 each
100 per set	Product Code: ERG-1	Product Code: ERG-2

At Your Facility

When there's a service at your facility, people come who may never have stepped into a funeral home or cemetery before. Answer their basic questions by offering the **Straight Answers to Real Questions** consumer brochures in your reception area. Adapted from the "Consumer Resources" section of iccfa.com, they offer a wealth of information to help prospective clients better understand the available options. Each brochure has room for your logo and contact information. Buy them separately or as a set of four:

- Cremation
- Cemeteries and Burial
- Funerals
- Advance Planning



	ICCFA members	Non-members	Product Code
Cremation	\$25 each	\$33 each	CB-002
Cemeteries & Burial	\$35 each	\$45 each	CB-004
Funerals	\$35 each	\$45 each	CB-003
Advance Planning	\$15 each	\$21 each	CB-001
Set of all 4	\$99	\$139	CB-SET
100 per set			

Preneed, The Right Way

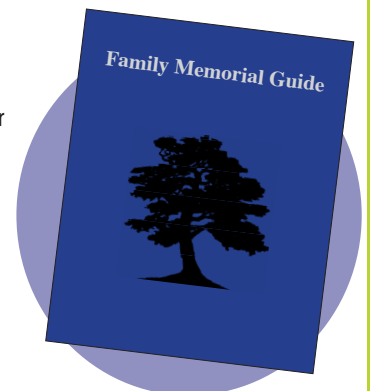
The **ICCFA Smart Presentation** is the tool of choice for helping families pre-plan their cemetery and funeral arrangements. This colorful, simple, fact-driven piece boils down a 30+ page presentation into one informational folder. A training script guides the counselor through the preneed arrangement process and encourages two-way dialogue. Leave the folder with the family as a lasting reminder.



	English edition	Spanish edition
ICCFA members	\$135 each for 1-9 sets; \$120 each for 10+ sets	\$135 each for 1-9 sets; \$120 each for 10+ sets
Non-members	\$200 each set	\$200 each set
Per set: 250 folders, three training scripts, 250 "Smartsheet Inserts"	Product Code: KIT-4	Product Code: KIT-10

Aftercare

Presented in an elegant dark blue folder with silver-embossed lettering, the **Family Memorial Guide** helps you offer a continuum of care to your families. It covers living will instructions, handling grief, wills and probate, claiming benefits, financial and credit obligations and life insurance. One side of the folder can be used for maps, literature about your company's aftercare services, referrals to area support groups, floral tribute photos, and more.



	1-14 sets	15+ sets
ICCFA members	\$35.75 each	\$31.75 each
Non-members	\$50 each	\$45.75 each
25 folders per set	Product Code: FMG-1	

**Contact us for a free sample packet of all these ICCFA materials, plus a catalog of much more!
A registration form is provided on the reverse for your convenience.**

