

Iowa Award of Funeral Service Excellence Criteria

1. Basic Requirements:

- The firm must be a member of the Iowa Funeral Directors Association and must be represented at least once annually at an Association function (i.e. IFDA Convention, Board of Governors meetings, committee meetings, district meetings, etc.)
- Describe different innovative programs fitting each of the following categories in the required amounts.

2. Community Outreach: *(must complete two of the 7.)*

- Speak, present, or sponsor a program on the value of funeral service at least three times annually to an organized community group, such as a local school, church, civic or community club or organization, nursing home, hospice, medical, or other healthcare groups.
- Donate library media materials (i.e. books, films, etc.) on funeral-related topics to a school or public library.
- Write and submit an original article concerning some aspect of funeral service for broadcast or publication (this excludes IFDA press releases or other articles that are not written by funeral home staff).
- Sponsor a program, open to the public, featuring qualified outside speakers to address funeral service.
- Develop or update a section on your funeral home's website featuring death, dying, and bereavement information for consumers.
- Participate in local government, service clubs, or fraternal organizations in an elected office or through volunteer activities.
- Host a special event or memorial service (i.e. Memorial Day, religious programs on high holidays, Labor Day, city festival, etc.).

3. Family Outreach: *(must complete one of the four.)*

- Provide aftercare programs.
- Host a support group.
- Support or participate in programming with local hospice or palliative care organizations.
- Encourage utilization of the funeral home's library and materials.

4. Professional Development: *(must complete two of the 9.)*

- Attend at least one IFDA continuing education program and / or webinar.
- Participate in a funeral supplier or professionally sponsored institute seminar (i.e. DMACC, Dodge, Batesville, Aurora, NFDA, etc.).
- Participate in preceptor training.
- Assist a donor family (i.e. Eye Bank or Organ Procurement Organization, etc.).
- Hold office or be on a committee in a professional organization (i.e. IFDA, NFDA, OGR, CANA, etc.).
- Attend a state or national funeral service convention (i.e. IFDA, NFDA, OGR, CANA, etc.).
- Earn or maintain designation as a Certified Funeral Service Practitioner (CFSP) or Certified Preplanning Consultant (CPC).
- Serve as a preceptor or provide a practicum experience for a mortuary science student.
- Serve as a mentor to a new participant in the Iowa Award of Funeral Service Excellence program.