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# **Share Your Story**

There is so much that goes into your business and your service to families. You’ve surely seen and helped create many meaningful, perhaps unique, services and have experienced the impact they have made. Most likely, you have developed some best practices that work well for your business. You certainly have had families tell you how much what you did means to them. Perhaps there was a particular service or use of a Wilbert group or product that really stands out in your mind. The Wilbert Group would be honored if you would share your story.

We are collecting and sharing stories with funeral professionals in an ongoing effort to elevate awareness of what can be done and how it impacts the families that are served by funeral professionals. We may use these in written format, incorporate them into a video, include them in articles to industry publications, or post them on our website. The main thing is, a good story should be shared. And be assured that we would, in turn, share the stories with you that we gather from others.

So please share your story. We’ll work with you to make it easy. If you are comfortable writing, feel free to write your story below. Or you can simply jot down the main ideas and we’ll take it from there. Perhaps you’d just like to talk with us, whether over the phone or with your Wilbert representative. Whichever you prefer, we’d be honored to work with you to bring ideas to others and enrich the profession.

*(Please note that we do ask that you sign and date the Release/Approval to Use Story.)*

Below is a brief guideline to help you in relating your story.

THANK YOU!

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***Things to think about in telling your story***

* ***Who –*** Who is this story about? (You don’t have to use names, but a general description about the person(s) involved.)
* ***What –*** What is the story about? (a committal or memorial service, a certain use or customization of a product, unique personalization, something that you routinely do when creating, arranging or running services, any special circumstances, something you learned in a training program or educational experience at one of our colleges, etc.)
* ***When –*** When did this take place? Is it something you always do (best practices)? Is it something you do as you meet with families? During visitation? At the graveside or columbarium? A follow-up after the services? A special time of the year?
* ***Where –*** Where did this take place? In your facility? Church? Cemetery? Outside facility? A home?
* ***Why –*** Why is this story important? Why was this particularly impactful? Why is this effective? Why have you made this part of your practices and why would others benefit from doing something similar?
* ***How –*** How did everything come together to make this happen? Who did you have to work with on this? Was there something unique that had to happen in order for this to occur? What products/services were involved? Did a Wilbert product or program specifically contribute to this incident and if so, how?

***Interesting or Helpful Elements***

* Quotes from people involved – family, friends, staff, celebrants, suppliers, your thoughts
* Quotes from people impacted – family, friends, celebrants, staff, you

Photos/Graphics – this applies more to photos of products, setups, facilities, grounds, you, staff, logos, etc. We would not use photos of people unless taken from a distance and from behind, such as at a graveside service and even then we would consult with you as to appropriateness and whether we need to request permission from anyone.

**Please use the following template to write your story. Simply click on the grey parentheses [ ] and type the requested information.**

## YOUR INFORMATION

**Today’s date**: ­Click here to enter a date.

**Name**: [Your name]

**Company Name**: [Your company name]

**Address**: [Your address]

**Email**: [Your email address]

**Phone:** [Your phone number]

## YOUR STORY

[Click here to write your story introduction. What/who is your story about?]

[Click here to write the details of your story. What made this special, unique, personal? What did you or your staff do to make this happen? Who else played a role in this experience? What impact did it have on the family or other attendees and do you have any specific comments from anyone that you can share?]

[Click here to write your story conclusion. What are the key takeaways from this story or best practice? Why do you think others should consider doing this? Is there “food for thought” that you want to be sure to communicate?]

**Release/Approval to Use Story**

*I, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ give the approval to Wilbert Funeral Services, Inc. to use this story and any images for purposes of education and sharing with others. I acknowledge that Wilbert Funeral Services, Inc. (WFSI) retains exclusive rights to this article and accompanying photos or videos, which will allow WFSI to edit, publish, distribute and use as it deems appropriate in whole or in part in any medium.*

*Signature\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*

*Date\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*