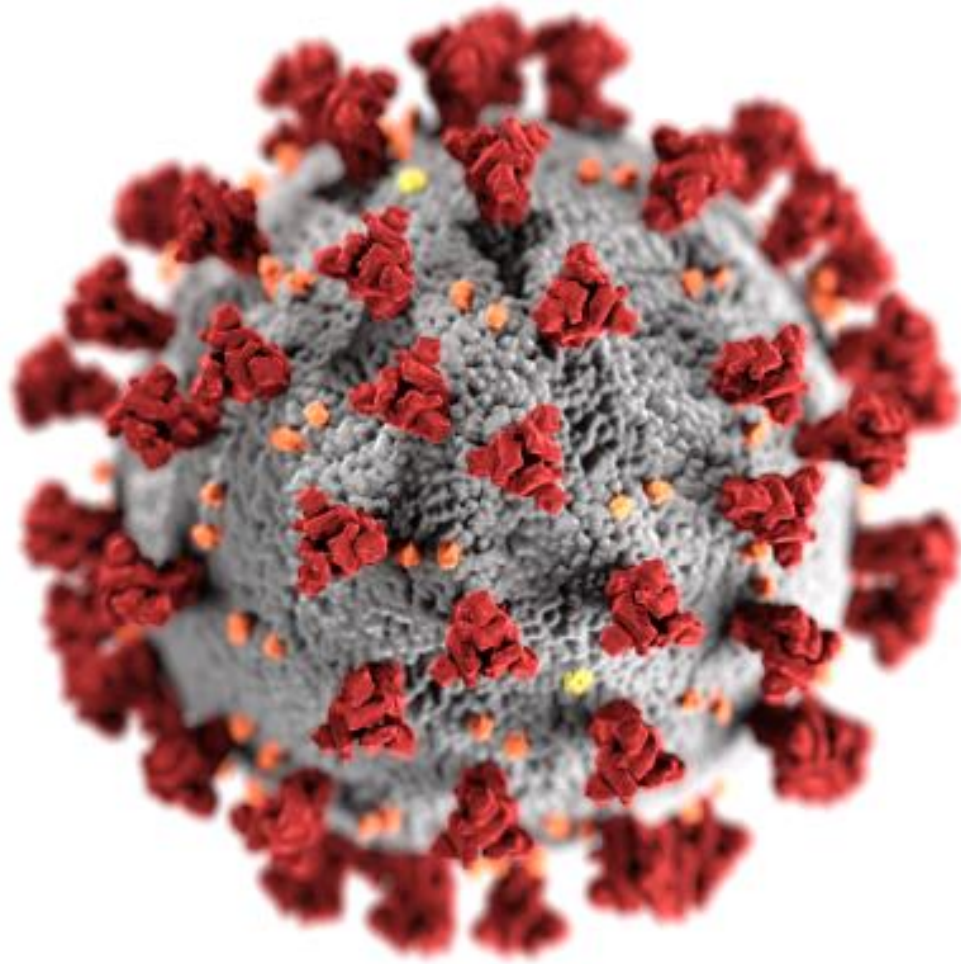


**NFDA**

NATIONAL  
FUNERAL  
DIRECTORS  
ASSOCIATION

remembering a  
**life**



## **NFDA COVID-19 Pandemic Response**

### **July 2020**

## January - July 2020

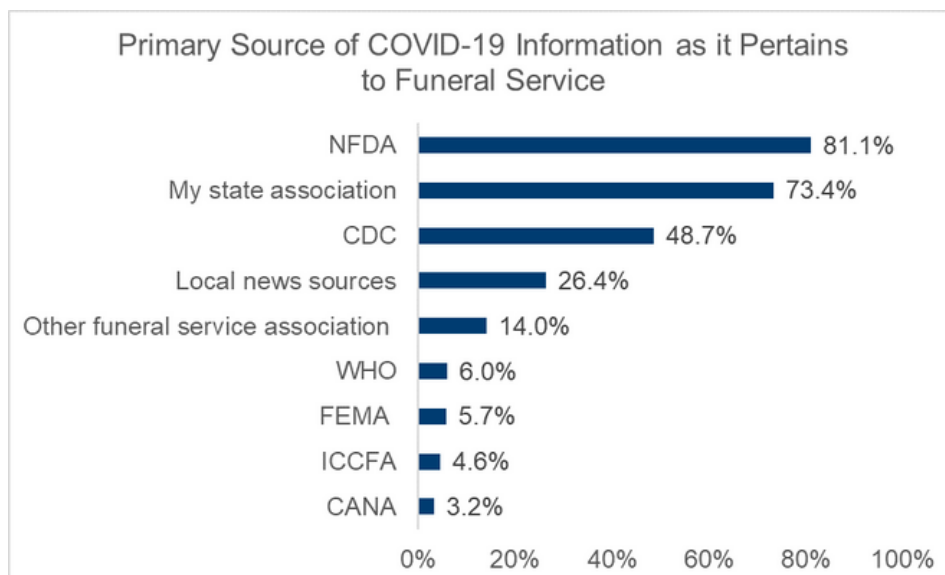
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### NFDA

- Most up-to-date, comprehensive COVID-19 information for funeral service
- 651,000 website visits; 1.4 million views
- 14% increase in new social media followers
- 2 billion+ PR media impressions
- Significant PPE distribution program
- Enlisted funeral service volunteers for hotspot deployment
- Assisted CDC in development of COVID-19 funeral service guidance
- Successfully advocated for deathcare workers to be named essential; deathcare included in emergency economic stimulus

### Remembering A Life

- Addressed COVID-19 pandemic and impact with new content and resources on both nfda.org and RememberingALife.com
- Ran native ads, paid social and paid search
- Launched Remembering A Life Blog, with more than 30,000 views to date - many posts focused on COVID-19
- Increased daily website visitors on RememberingALife.com by 1,735 percent, from 59 to 1,083 per day, with a high of 1,389 on May 20.
- Created new PSA - Message to the Community During Pandemic



## January - July 2020

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### Funeral Service Foundation

- Created COVID-19 Crisis Response Fund with unique granting criteria
- Raised and granted \$480,000 focused on two funding priorities: Emergency Assistance and Grief Support
- Made grants to 16 grief-focused organizations in 14 US States and 1 Canadian Province
- Purchased 50,000 N-95 and KN-95 masks for distribution throughout the profession
- Provided financial support for volunteers working in hard-hit areas
- Created a COVID-focused Grief Guide and distributed 60,000 hard copies and facilitated 550+ embeds to date
- Commissioned a self-care handbook for funeral service professionals for distribution this summer

### NFDA Mass Fatality Workgroup

#### Purpose

To serve as a sounding board for the core NFDA COVID-19 staff team, prepare for mass fatality planning and other assistance that might be needed in “hot spots”, and offer suggestions for communications/messages to the funeral service community at large. The Workgroup met weekly March 29, 2020 through mid-May to help NFDA staff come to fast, actionable decisions and to be proactive to help in other future “hot spots.”

#### Workgroup Members

Anna Bernfeld, Troy Blewett, Daniel Ford-CT, Cana Garrison-MI, Anthony Guerra-CA, R. Bryant Hightower, Jr.-GA, Wally Hooker-IN, Anthony Kaniuk, Jessica Koth, William Wappner-OH, Christie Whitaker-SC, Lesley Witter

## COVID-19 Information Hub

NFDA has taken a leading role in providing all of funeral service with the most up-to-date information during the Coronavirus pandemic. Our COVID-19 Information Hub has been at the forefront of these efforts, offering breaking news, essential guidance and must-have documents.

### NFDA Has Your Back!

*Securing PPE continues to be a top priority for NFDA.*

We know the availability of PPE is a critical concern for funeral directors everywhere. Your access to PPE is vital to your ability to continue to safely serve your community. NFDA is working with federal officials, President, Congress, and state officials to ensure funeral homes are getting the supplies they need.

### Breaking News from NFDA

- VA Resumes Committal and Burial Services Halted During COVID-19 Pandemic
- PPP Forgiveness Application and Instructions
- NFDA Offers Free Masks

### Must-Have Documents

- Download COVID-19 Supply Vendor List
- The Complete Legal Packet for Streaming or Posting Recorded Funeral Services
- Letter Verifying Critical Infrastructure Worker Status
- Directions to Hold Embalmed Remains for Future Funeral Service

### Member-Only Resources

**Members:** To access member-only COVID-19 resources, first login to the site using the login buttons in the upper right corner of the page. Once you are logged in, click on the buttons below to navigate to COVID-19 pages with member-only content. Member-only content will appear in "Member-Only" sections.

Reopening Guidance

Social Media Graphics

Webinars

### Essential Guidance

The CDC Coronavirus Guidance for Funeral Directors has been broken out into different sections for easier navigation. Please use the links below or the side menu on the left to navigate to the section you need to access. Information will be updated on these pages as soon as it is available.

- Download COVID-19 Supply Vendor List
- Communicating with the Public



## Top 10 Pages in 2020

1. COVID-19
2. NFDA Homepage
3. COVID-19 Visitations & Funerals
4. NFDA Scores Big Win for Funeral Service: Homeland Security Names Mortuary Workers as Critical Infrastructure Workers (news)
5. COVID-19: Cremation & Burial
6. Situation Update: Novel Coronavirus (news)
7. Statistics
8. COVID-19 Practical Guidance Webinars
9. COVID-19 Transfers & Arrangements
10. Licensing Boards & Requirements

COVID-19

[Thank You #LastResponders](#)  
[Special COVID-19 Edition  
Remembering A Life Grief Box Request](#)  
[Free COVID-19 Grief Booklet](#)  
[Help Needed](#)  
[Frequently Asked Questions](#)  
[Practical Guidance Webinars](#)  
[Supporting You and Your Family](#)  
[Communicating with the Public](#)  
[Funeral Home Owners](#)  
[Financial Relief](#)  
[Transfers & Arrangements](#)  
[Technical Information](#)  
[Availability of PPE](#)  
[Download COVID-19 Supply Vendor List](#)  
[Cremation & Burial](#)  
[Visitations & Funerals](#)  
[Deaths Overseas & Ship Outs](#)  
[Pregnant & Breastfeeding Professionals](#)  
[OSHA Guidance](#)

### Situation Update: Novel Coronavirus (COVID-19)

#### Important Advisories

- Your local and/or state public health officials may be making recommendations for the care of decedents and/or public gatherings that are more stringent than what the CDC and federal government have recommended. In these cases, you should defer to your state and/or local public health officials.
- The CDC has advised if you think you have been exposed to COVID-19 and/or develop a fever and symptoms, such as cough or difficulty breathing, call your healthcare provider for medical advice. If you are concerned about a potential exposure, this [risk assessment for healthcare personnel \(HCP\)](#) from the CDC may be useful.

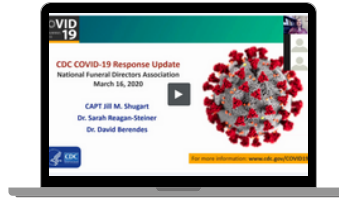
Essential Guidance

The CDC Coronavirus Guidance for Funeral Directors has been broken out into different sections for easier navigation. Please use the links below or the side menu on the left to navigate to the section you need to access. Information will be updated on these pages as soon as it is available.

- Download COVID-19 Supply Vendor List
- Communicating with the Public
- Transfers and Arrangements
- Technical Information
- Availability of PPE
- Cremation and Burial
- Visitations and Funerals
- Deaths Overseas and Ship Outs
- Funeral Professionals Who are Pregnant or Breastfeeding
- Funeral Home Owners
- Frequently Asked Questions

Breaking News from NFDA

- VA Resumes Committal and Burial Services Halted During COVID-19 Pandemic
- PPP Forgiveness Application and Instructions
- NFDA Offers Free Masks
- Legislative Alert: HEROES Act Update
- Ask Congress to Include Funeral Service the HEROES Fund
- Peters, Bustos, Kinzinger Lead Bipartisan Push to Include Funeral Benefits Increase for Veterans in Next Coronavirus Relief Package
- New Bill Would Offer Student Loan Relief for Essential Workers Including "Mortuary Services"
- Scientists Walk Back Comments on Transmission of COVID-19 from a Dead Body
- Funeral Service Foundation and NFDA Team up to Offer Free Resource for Families Grieving a Death During the COVID-19 Pandemic



## 20+ Webinars

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**20+ webinars** were produced and made available on the website:

### Members-Only

1. Reconnecting with Your Families & Community After the Height of the Pandemic
2. Taking Your Business Virtual During the Pandemic
3. Finding Support During the Pandemic
4. Opening Up the Doors
5. Using Social Media To Connect With Your Community During the Pandemic
6. COVID-19: Your Legal Questions Answered
7. Sustaining Your Business During the COVID-19 Pandemic

### For the Profession

1. Grieving Alone & Together
2. Supporting Your Employees During the COVID-19 Pandemic
3. Helping Grieving Families During the Pandemic
4. A Brush with Death: Episode #9 - Embracing New Ideas in Times of Adversity
5. COVID-19: Live-Streaming Funerals During the Pandemic
6. COVID-19 & Finances: Ensuring Your Business Survives
7. A Brush with Death: Episode #8 - Embalming with COVID-19
8. Managing Your Staff During COVID-19: How Millennials Can Help
9. Taking Care of Them, Taking Care of You
10. A Special Message from Wally Hooker, CFSP, MBIE
11. Communicating with the Public & Using Technology to Serve Families
12. A Conversation with the CDC
13. Practical COVID-19 Guidance for Funeral Directors

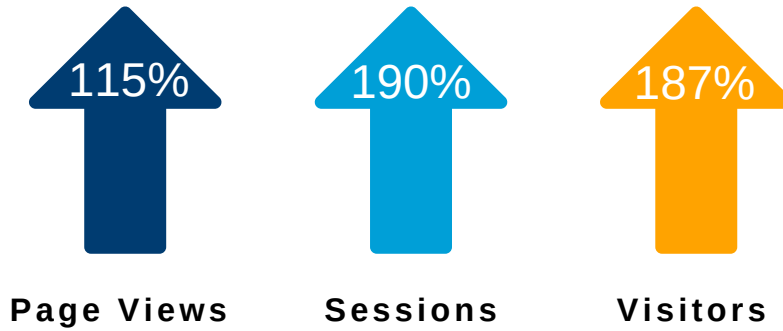
### Non-NFDA-produced videos shared under on the Practical Guidance webinars page:

1. Handling Families with COVID-19
2. How to Embalm with Coronavirus (COVID-19)

# +15,000

**Webinar Video Plays: January - June**

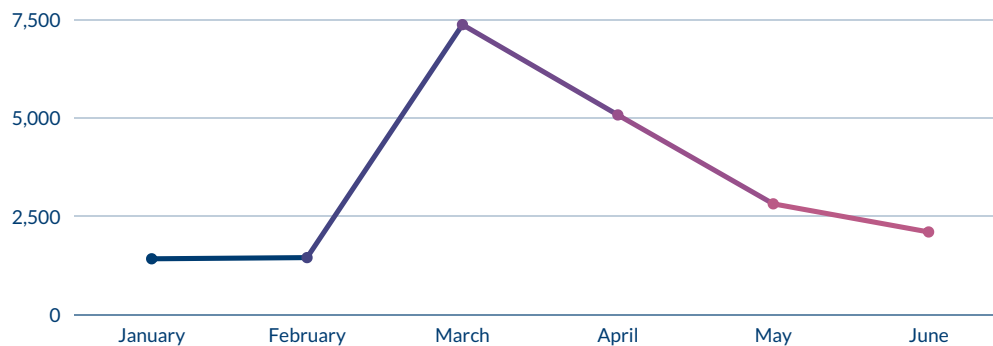
## January - June 2020



**+1.4M**  
Page Views

**+651,000**  
Website Visits

### Average Daily Visitors per Month

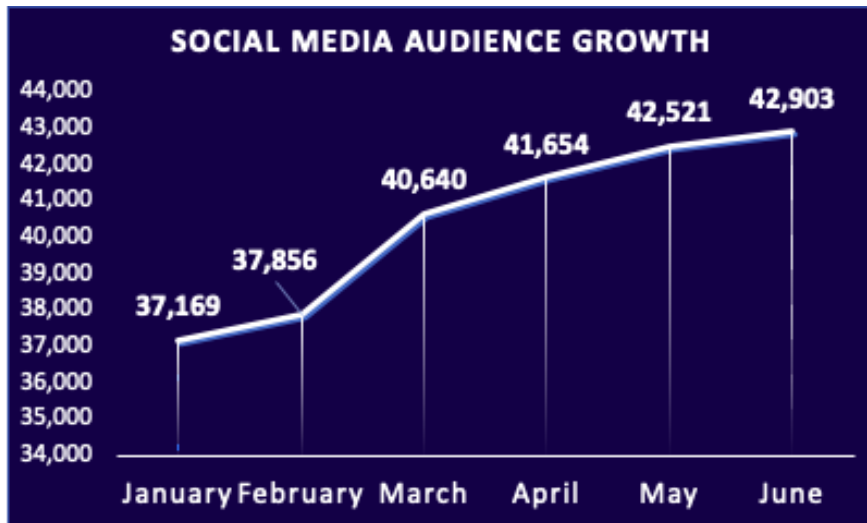


## #LastResponder Social Media Posts

In an effort to raise the awareness of funeral service employees as essential workers, we embarked on a social media campaign titled #LastResponder. This eight-week campaign played out on NFDA Facebook, Twitter and Instagram accounts; and all posts were made available for members to use on their own social channels to raise their awareness in their own communities.



## NFDA Social Media Growth



**+6,000**

New Followers: January - June

**+14%**

Percentage Increase of New Followers:  
January - June

## Reopening Guidance for Funeral Homes

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- Cleaning & Disinfecting the Funeral Home
- Social Distancing Among Employees & Families
- Protecting Employee Health
- Recommendations for Visitations & Funerals
- Communicating with Families About COVID-19
- Final Reminders & Resources





## Thank You Last Responders

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A new thank you video to funeral professionals for their efforts during this pandemic gives credit to #LastResponder. It ties in to NFDA's new mission statement and brand identity promoting funeral service professionals as heroes in their communities.



Thank You PSA

## Significant Media Coverage Growth

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**226**

Interviews coordinated  
with NFDA spokesperons



**2+ Billion**

Consumers reached



**Top Tier**

Media outlets

Since February 16, 2020

## Coronavirus pandemic leads to drive-thru wakes; 'You have to have an opportunity to say goodbye'

'In a bad situation, it's the best thing,' said a mourner who was among the parade of vehicles pulling up to pay their respects at a funeral in Wheeling for Rosemarie Santilli, 91.

By Maureen O'Donnell | Apr 24, 2020, 5:30am CDT

f t + SHARE

America's love affair with the automobile has produced drive-thru restaurants, dry-cleaners, coffee shops, prayer services, weddings — and now, thanks to the coronavirus pandemic, drive-thru wakes like the one held for Rosemarie Santilli.

On Wednesday, cars turned off of Milwaukee Avenue into the parking lot at Kolssak Funeral Home in Wheeling. They threaded through orange cones and lane-dividers to approach two of the funeral home's rear windows.

## Three Days in a Detroit Funeral Home Ravaged by the Coronavirus

DETROIT NEWS | 2020, 4:00 PM EDT



On April 23, Stephen Kneip arrived at his office just outside Detroit to a perplexing silence. Since COVID-19 hit the city, the phones at his funeral home had been ringing nonstop. Now, nothing.

Kneip's wife and colleague, Jacqui, soon popped into his office with an explanation: Comcast was down. No phones, no Internet. The outage lasted until early afternoon—a stretch in which the home put on two funeral services and received one more body. When the decorative calm finally broke, the bad



## Coronavirus pandemic forces funeral homes, morgues into the frontline fight



Is it unconstitutional to force churches to close amid coronavirus crisis?  
Researchers continue to study whether coronavirus will kill anyone.  
Get all the latest news on coronavirus and more delivered daily to your inbox. [Sign up](#)

## Funerals go virtual in the pandemic. Here's how to plan one with meaning and honor the dead

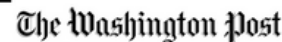
By Ryan Price, CNN  
Updated 1:58 PM EDT, Thursday, April 23, 2020



A small contingent of Alice de Ariza's family gathered to pay tribute to her late grandmother. More than 100 others participated in the Mass online.

**CNN** — On a recent Sunday, Alice de Ariza sat watching a funeral for her maternal grandmother, Martha Palacios, who had just died at the age of 95.

Because even modest gatherings for any purpose are banned all over the country, this funeral was almost entirely online. About 100 people in households were present and participating in the



## Mask Distribution

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### **50,000 Surgical Masks**

#### **Courtesy of China Funeral Association**

- 5,000 masks each to state associations in NY, NJ, MA, MI, IL, LA
- 3,000 masks each to state associations in PA, CA, FL, CT, GA, WA

### **42,000 KN95 Masks**

#### **Purchased by Funeral Service Foundation**

- Available to all in funeral service
- 8,000 available to funeral homes
- 34,000 masks to “hot spot” state associations
  - 3,000 masks each to NY, NJ, MA, IL, CT
  - 2,000 masks each to PA, LA, CA, FL, MD, GA, IN
  - 1,000 masks each to OH, WA, CO, TX, VA

### **50,000 Surgical Masks**

#### **Purchased by NFDA**

- 42,000 offered to state associations
- Quantity offered based on number of NFDA members in state

### **14,000 FFP2 Masks**

#### **Purchased by Terrybear Urns (NFDA exhibitor and advertiser)**

- Available by order to NFDA members (10 per main location)
- Members in “hot spot” states able to order up to 100 masks

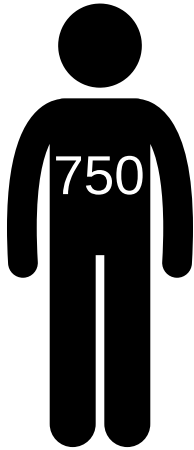
### **20,000 Surgical Masks**

#### **Provided by NFDA member Fu Shou Yuan**

- Attendee and staff use at future NFDA in-person events

## Body Bag Distribution

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### **750 Body Bags**

**Donated by Sherry Hsu in Taiwan**  
(not affiliated with funeral service)

#### Distributed to:

- Michigan Funeral Directors Association
- New York Funeral Directors Association
- New Jersey Funeral Directors Association

## Amazon Supply Purchases

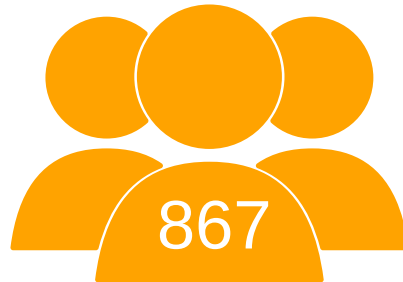
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For the first few months of the pandemic, members were unable to order supplies from Amazon that were only reserved for health care workers. After months of reaching out to Amazon, NFDA members were granted access in May. Approximately 1,400 members were given clearance by Amazon after providing their names to NFDA.



## Volunteer Outreach

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- Recruited volunteers to help in “hot spots”
- 867 volunteers: funeral directors, students, apprentices
- Funeral Service Foundation covered travel expenses
- Provided names to NYSFDA, NJSFDA, MFDA, New York City Office of Emergency Management, North Carolina Office of Emergency Management and Washington, D.C. M.E.

### Challenges

- Most organizations requested a list of volunteers rather than NFDA matching volunteers, so difficult to determine exact number of volunteers who served
- Some of the organizations requested names of volunteers “just in case” and did not end up calling up any volunteers
- Volunteers saw that the needs were great in areas such as New York City, yet were frustrated that they weren’t called. We should have made the volunteers more aware that they may not be called up.
- Making sure that every volunteer signed a Participation agreement

## Key CDC Resource

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### Assisted in development of CDC funeral service guidance:

- Postmortem
- Funeral and coping
- Grief and stress
- Mass gathering
- Embalming and other issues

### NFDA Member Webinar

*A Conversation with the CDC: Funeral Service and COVID-19* - March 16, 2020



Funeral service was one of  
CDC's top priorities

## Government Communications

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### Governors

Working with the nations' governors, NFDA requested:

- PPE priority for death care professionals
- Reconsideration of the use of mass burials as part of states' mass-fatality management plans
- Exemption from stay in place orders
- Priority for vaccine and testing
- Emergency funding for funerals
- Amending of regulations on cremation, death certificates and next of kin notification, and appropriate facilities and storage
- License reciprocity including allowing out of state funeral directors to assist in states as needed, to allow retirees and apprentices to work without restriction, and waiving training and fees associated with continuing education.

### Successes:

NFDA's list of requests were sent to all governors in an official memo from the National Assoc. of Governors.

NFDA engaged with many states about their state plan and ensured mass burials were not permitted.

## Government Communications

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### The Administration

- Request for an executive order to identify deathcare workers as essential critical infrastructure workers
- Personal Protective Equipment (PPE) priority, availability and access
- Exemption from federal and state “lockdown” and “shelter-in-place” orders, as well as from mandatory business closures
- Priority for testing and vaccines

#### Success:

NFDA was appointed to the White House taskforce on mass fatalities and provided assistance to the top White House, administration, agency and military officials.

### Congress

- Include the deathcare profession in any emergency economic stimulus packages
- Emergency stimulus funding for grieving families and small businesses
- Include the deathcare profession in any emergency economic stimulus packages
- Provide emergency relief for families who experience death of loved one

#### Success:

Based on our designation as critical infrastructure workers, funeral service was included in several key COVID-related bills.

## Federal Mass Fatality Planning

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### Federal Mass Fatality Planning, Guidance and NFDA Expertise

Instrumental in providing content and review for the following FEMA official guidance documents:

- Stress Management in Mortuary and Death Care Operations During the COVID-19 Pandemic
- Caring for Those Who Care for the Dead
- Death of a Colleague During the COVID-19 Pandemic: Understanding and Managing Grief for Healthcare Workers and Leaders
- Grief Following Patient Deaths During
- COVID-19: Tips for Healthcare Workers in Managing Grief
- Best Practices
- Crisis Counseling

**NFDA is one of only two non-government/non-military participants on the White House Mass Fatality Taskforce**

## Work with NAAG

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### **NFDA worked with the National Association of Attorneys General on the following documents/guidance:**

- State by State Requirements for Contagious Death — Investigation, Body Movement, Autopsy
- Requirements for Autopsy/ Investigation
- The National Forensic Science Center

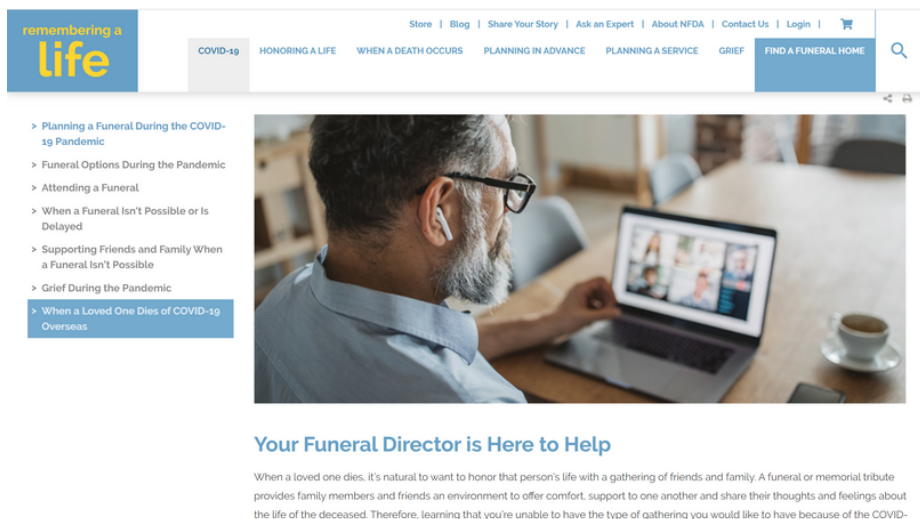


## RememberingALife.com

### COVID-19 Section

We added substantial resources for families who experience a death during the pandemic and people who want to support those who have.

- When a Loved One Dies During the Coronavirus Pandemic
- Funeral Options During the Pandemic
- Attending a Funeral During the Pandemic
- If You Aren't Able to Have a Funeral for a Loved One
- Supporting Friends and Family When a Funeral Isn't Possible
- Grief During the Pandemic
- When a Loved One Dies of COVID-19 Overseas.



website

## RememberingALife.com

The addition of the Remembering A Life Blog and the paid native ad/paid social media campaign drove significant numbers of people to RememberingALife.com,

### Year to Date

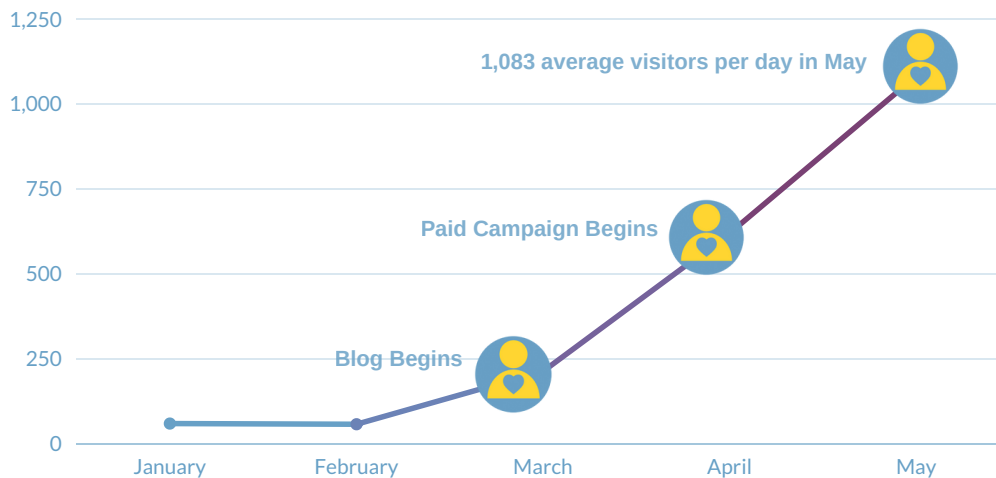
62,433  
Visits

54,816  
Unique  
Visitors

107,538  
Page  
Views

**1,389**

Daily High: Website visitors on May 20



Website

## Remembering A Life Blog

- Launched February 28, 2020
- 25 blog posts as of May 31
- Significant driver of traffic to RememberingALife.com
- Variety of content: COVID-19, grief, funeral planning



Funerals In The Time Of Coronavirus: Thoughts For Families

🕒 5 min read | 💬 0 Comment | 👁 10K | 👤 by Alan Wolfelt | 📅 March 26, 2020 | 🏷 Coronavirus and COVID-19

Top  
Performer  
+10k views



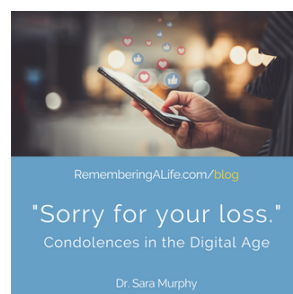
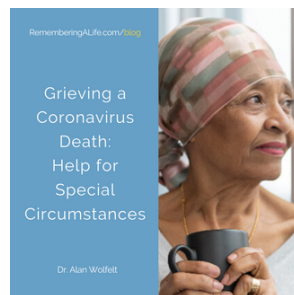
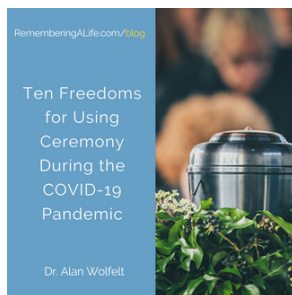
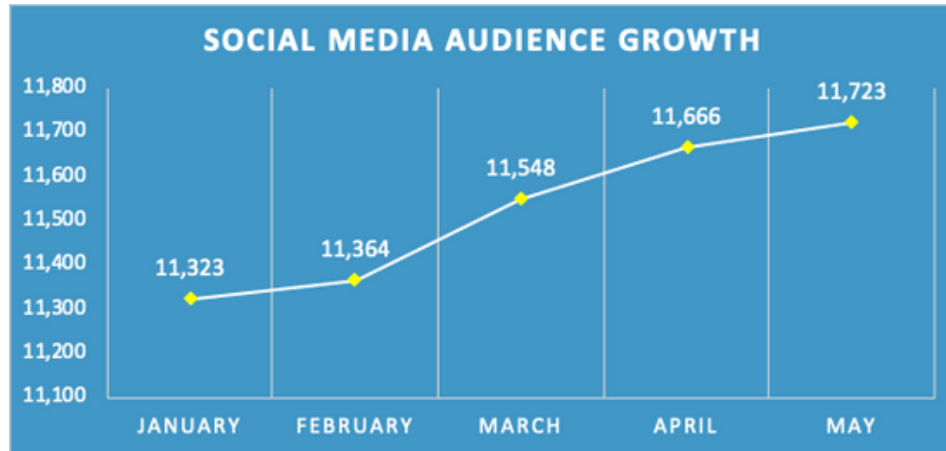
Condolences In The Time Of COVID-19

🕒 4 min read | 💬 0 Comment | 👁 301 | 👤 by Alan Wolfelt | 📅 May 4, 2020 | 🏷 Coronavirus and COVID-19, Grief

# +30,000

Blog Views March - May

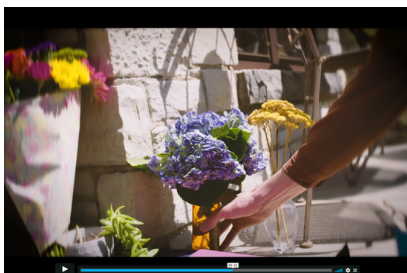
## Remembering A Life Social Media



## New PSA: A Message to the Community During the COVID-19 Pandemic

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- Available for NFDA members to use for free on website, social media, etc.
- Promoted on NFDA and Remembering A Life social media (paid promotion for Remembering A Life)
- Promoted on RememberingALife.com in COVID-19 section



### Script

*How do we say goodbye to a loved one during a pandemic?*

*Though we must be apart right now, we can still find new ways to come together.*

*To celebrate a life well-lived and loved. To laugh...  
To share tears...*

*And the memories we will hold in our hearts forever.*

*We'll find each other. To know we are not alone in our sorrow. To help one another heal.*

*Though we must be apart right now, we'll find new ways to deepen our bonds of community. Of friendship and family.*

*Funeral directors are here with us and for us, to help us grieve and begin to heal.*

## Remembering A Life Paid Search, Paid Social, Native Ads

**Campaign: April 21 - June 19**

### Native Ads

Top performing ads, each with 2,180 - 2,717 clicks to the site (as of May 31):

- What to Do When You Can't Have a Funeral
- Can You Attend a Funeral During COVID?
- What Are Your Funeral Options During COVID?
- How to Support Family and Friends
- Planning a Funeral During COVID (fifth with 1,360 clicks)

### Paid Search

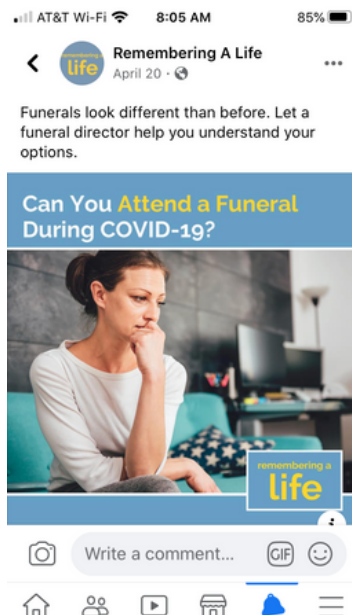
Most popular landing pages (as of May 31):

- Planning a Funeral During the COVID-19 Pandemic
- Attending a Funeral

### Facebook Paid Posts

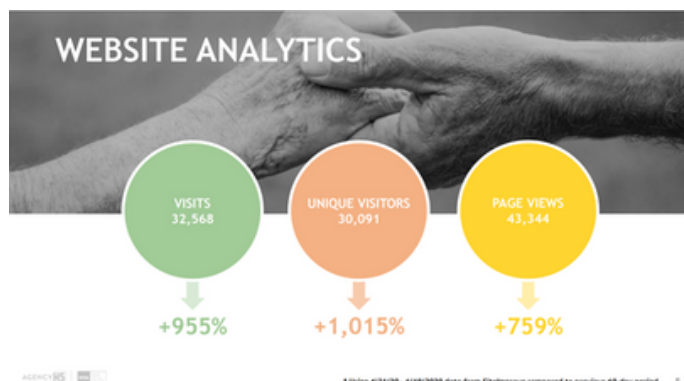
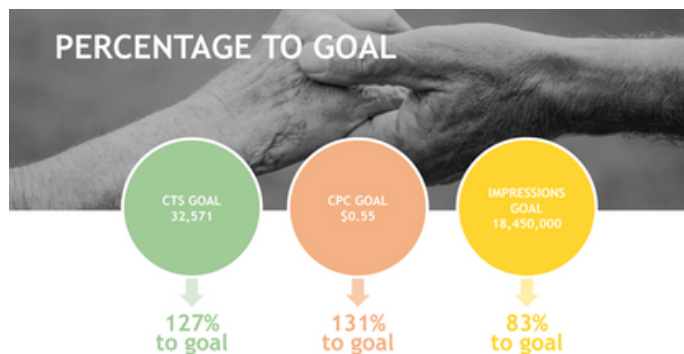
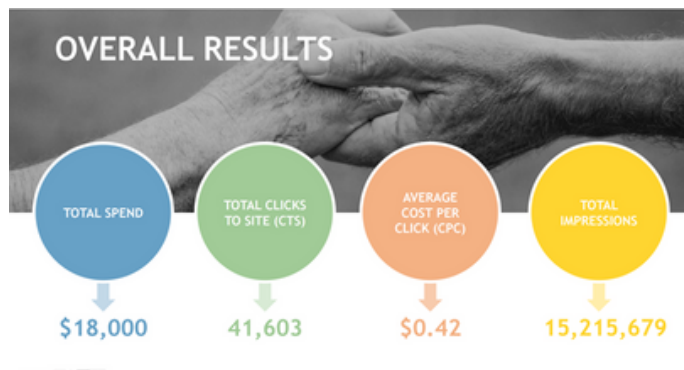
Most popular content (as of May 31):

- Can You Attend A Funeral During COVID?
- What to Do When You Can't Have a Funeral





## Remembering A Life Paid Search, Paid Social, Native Ads



Paid Promotion

## Creation of COVID-19 Crisis Response Fund

The Foundation met the onset of the pandemic with the creation of a COVID-19 Crisis Response Fund, with the funding priorities of Emergency Assistance and Grief Support. Foundation Trustees allocated \$200,000 to the fund immediately, and were joined by:

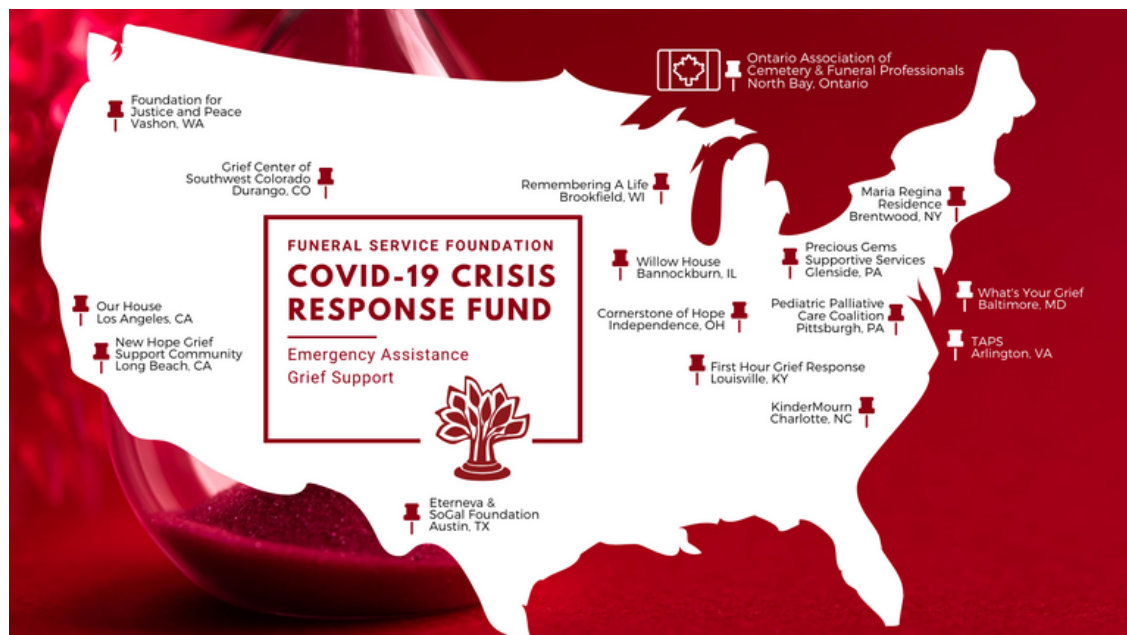
- \$50,000 lead gift from NFDA
- \$100,000 matching gift from Homesteaders
- \$130,000 in individual gifts from funeral professionals and industry partners

...totaling \$480,000 available to grant. The funds were distributed as described below.

### Grants to Nonprofits

The Foundation's typical criteria for grants require that projects be of national scope and significance. When creating this fund, the Trustees understood that the most meaningful, immediate support to the grieving would come from local agencies doing good work in their communities; unique granting criteria were created for this fund.

- The call for grants resulted in over 100 submissions
- A 12-member COVID-19 Grants Committee was convened and reviewed grants weekly
- 16 non-profit organizations representing 14 US states and 1 Canadian province were awarded grants (see the agency names and geographic distribution in the graphic below)



## Grieving Alone & Together Booklet

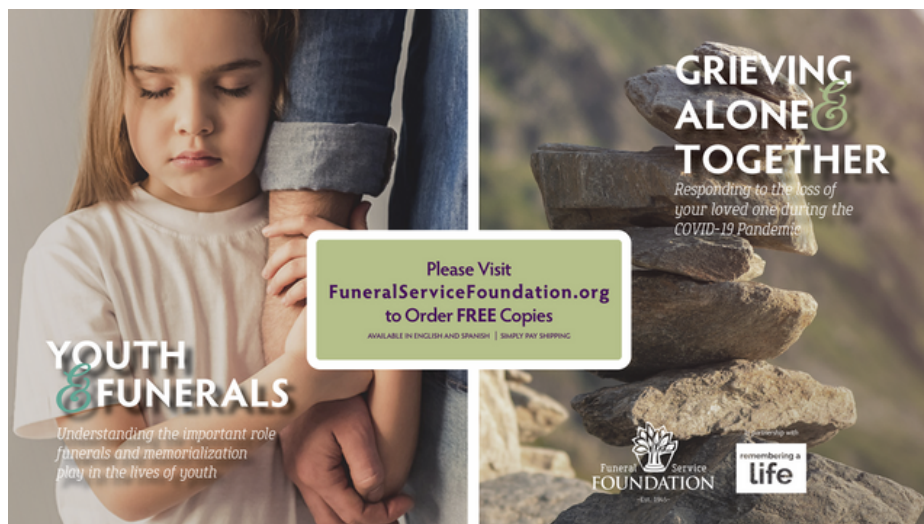
Working with the Remembering A Life Team, the Foundation commissioned grief expert Dr. Sara Murphy to write a 12-page grief guide for families experiencing a loss during this time; Dr. Alan Wolfelt provided a foreword. Entitled Grieving Alone & Together: Responding to the loss of your loved one during the COVID-19 pandemic, this guide was designed and printed at a breakneck pace. The Foundation and NFDA worked together on a campaign to make the availability of this grief guide known that has included:

- Social media posts
- Press releases
- Podcast interviews
- Print interviews
- Blog posts

And to date:

- 60,000+ hard copies in English and 4,000+ in Spanish have been distributed to funeral homes, hospice centers, medical facilities and grief centers throughout the US and Canada with more orders arriving daily
- Translation requests have been approved for Chinese and Japanese versions of the materials
- 550+ organizations have embedded the grief guide
- on their websites
- 500+ copies have been distributed individually to consumers via Remembering A Life

Foundation



## Masks and PPE/Volunteers

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### Masks and PPE

The Foundation responded to the urgent need for PPE for the profession by purchasing:

- 42,000 KN-95 masks for distribution to all of funeral service; NFDA distributed 8,000 to funeral homes and 34,000 via “hot spot” state associations
- 6,000 N-95 masks for distribution via ICCFA, NFD&MA, CANA, KAVOD, Selected and OGR
- 2,000 N-95 masks for distribution to funeral homes in need via the SoGal Foundation



### Volunteers

The Crisis Response Fund covered the travel, housing and meal expenses of volunteers deployed to hot spots whose expenses were not covered by a government agency or the funeral homes requesting volunteers. To date, \$25,000 has been reimbursed to volunteers doing this important work.

## Self-care Handbook for Funeral Service Professionals

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With the understanding that people working in all aspects of funeral service are experiencing high levels of stress and trauma as a result of the pandemic, the Foundation has commissioned a 28-page workbook authored by Alan Wolfelt entitled *Caring for Yourself & Caring for Families: A self-care and stress management handbook for funeral service professionals*

This item is currently in design phase and will be distributed via funeral service associations and industry partners in the months to come.

