

## Reach Out to Funeral Directors

In A Continued Effort to End the use of the phrase "in lieu of flowers" in obituaries, SAF distributed information to major funeral industry trade publications about the importance of sympathy flowers. Sent in late May, the release provides alternative phrases to "in lieu of flowers" for funeral directors to use when families designate charitable contributions, and offers tips for working better with florist. It also cites research on the emotional benefits of flowers.

"This is a great step toward getting these important issues in front of the funeral director audience," says Dwight Larimer, AF, chairman of SAF's Consumer Marketing Committee, "But perhaps the most important element of this process is fo SAF members to make one-on-one efforts to establish and maintain a positive relationship with local funeral directors."

SAF provides members with many tools to establish relationships with funeral directors on its Sympathy Business Web Page, including:

- Advice on how to reach out to funeral directors and promote sympathy flowers,
- A sample letter to local funeral directors,
- A check list that can help your shop evaluate its sympathy business,
- 13 print ads, four radio scripts and much more.

SAF will feature an educational session on the floral industry's relationship with funeral directors during its annual convention, SAF Palm Springs 2007, which will be held Sept. 26 to 29 in Palm Springs, Calif.

The sympathy flowers outreach program is supported by the SAF Fund for Nationwide Public Relations.

Weblink: Access SAF sympathy tools at [www.safnow.org/sympathy](http://www.safnow.org/sympathy)