

## 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).

**2) Community and Family Outreach** (must complete 4 separate items of the 13 to qualify).

a. 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 or a nursing, hospice, medical or healthcare group (This includes tours).

b. Donate library media materials (books, films, etc.) on funeral related topics to school or public library.

c. Write and submit for broadcast or publication, an original article concerning some aspect of funeral service (this excludes IFDA press releases or other articles that are not written by funeral home staff).

d. Sponsor a program, open to the public, featuring qualified outside speakers to address funeral service issues, including you as a funeral professional.

e. Develop or update a section on your funeral home's website featuring death, dying and bereavement information for consumers.

f. Participate in local government, service clubs or fraternal organizations in an elected office or through volunteer activities.

g. Describe one or more different innovative programs fitting this category.

h. Host a special event memorial service (i.e., Memorial Day, Christmas program, Easter, Labor Day, city festival, etc.).

i. Provide aftercare programs.

j. Host a support group.

k. Support or participate in programming with local hospice or palliative care organization.

l. Encourage utilization of the funeral home's library and materials.

m. Describe one or more different innovative programs fitting this category.

(Cont.)

**3) Professional Development** (must complete 3 separate items of the 10 to qualify).

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

**4) Professional Development** (must complete 3 separate items of the 10 to qualify).

- a. Attend at least one IFDA Continuing Education Program
- b. Participate in a funeral supplier or professionally sponsored institute or seminar.  
(i.e., DMACC, NFDA, Dodge, Batesville, Aurora).
- c. Participate in preceptor training.
- d. Assist a donor family (i.e., Eye Bank or Organ Procurement Organization).
- e. Hold office or committee in a professional organization (i.e., IFDA, NFDA, OGR, CANA).
- f. Attend a state or national funeral service convention (i.e., NFDA, OGR, CANA, etc.).
- g. Earn or maintain designation as a Certified Funeral Service Practitioner (CFSP) or Certified Preplanning Consultant (CPC)



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- h. Serve as a preceptor or provide a practicum experience for a mortuary science student.
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- j. Describe one or more different innovative programs fitting in this category.