INTRODUCTION TO
Field Awareness (M2)

OBJECTIVES

1. More Key ingredients
2. Influencer Organizational Structure
3. Partnering with Influencers
4. Awareness Material
5. Logging Hours
6. Next Steps

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KEY INGREDIENTS

What information should be obtained and topics need to be addressed to make a quality engagement:

- **Obtain**
  - Contact Person – Full name & Position (email preferred)
- **Topics**
  - Are they familiar/unfamiliar with Aftermath?
  - Did you list out Aftermath's services?
  - Did you mention that you were local to them?
  - Mention our website for more resources and FAQ's. (www.aftermath.com)
  - How do they provide resources to their community?

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KEY INGREDIENTS – MENTIONING WEBSITE

www.aftermath.com

What are some resources that are available on our website?

- 24/7 Phone Number
- Cleanup Services
- Who we serve
- Why Aftermath/Qualified Provider Checklist
- General resources
- Community Partners
    - Funeral Service, First Responders, Law Enforcement, Victim Advocates, etc.

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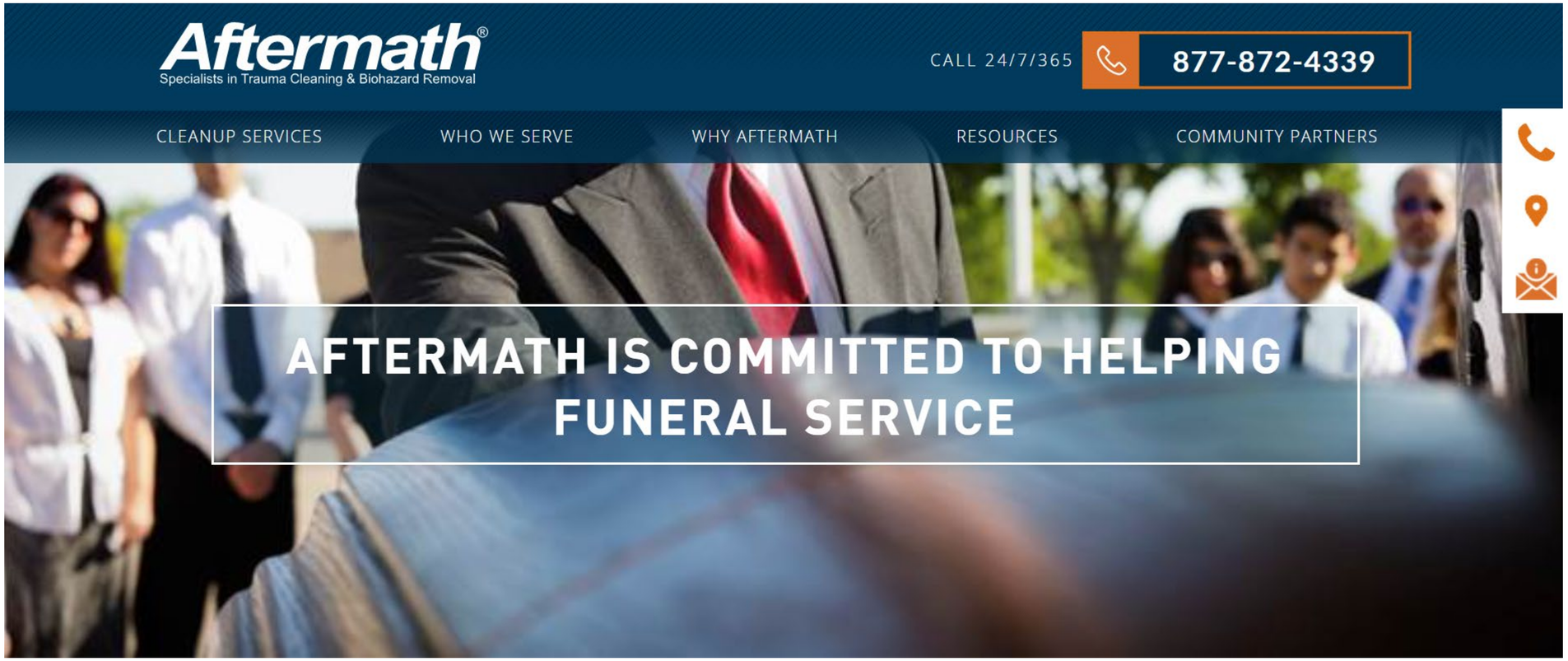
PARTNERING WITH FUNERAL HOMES

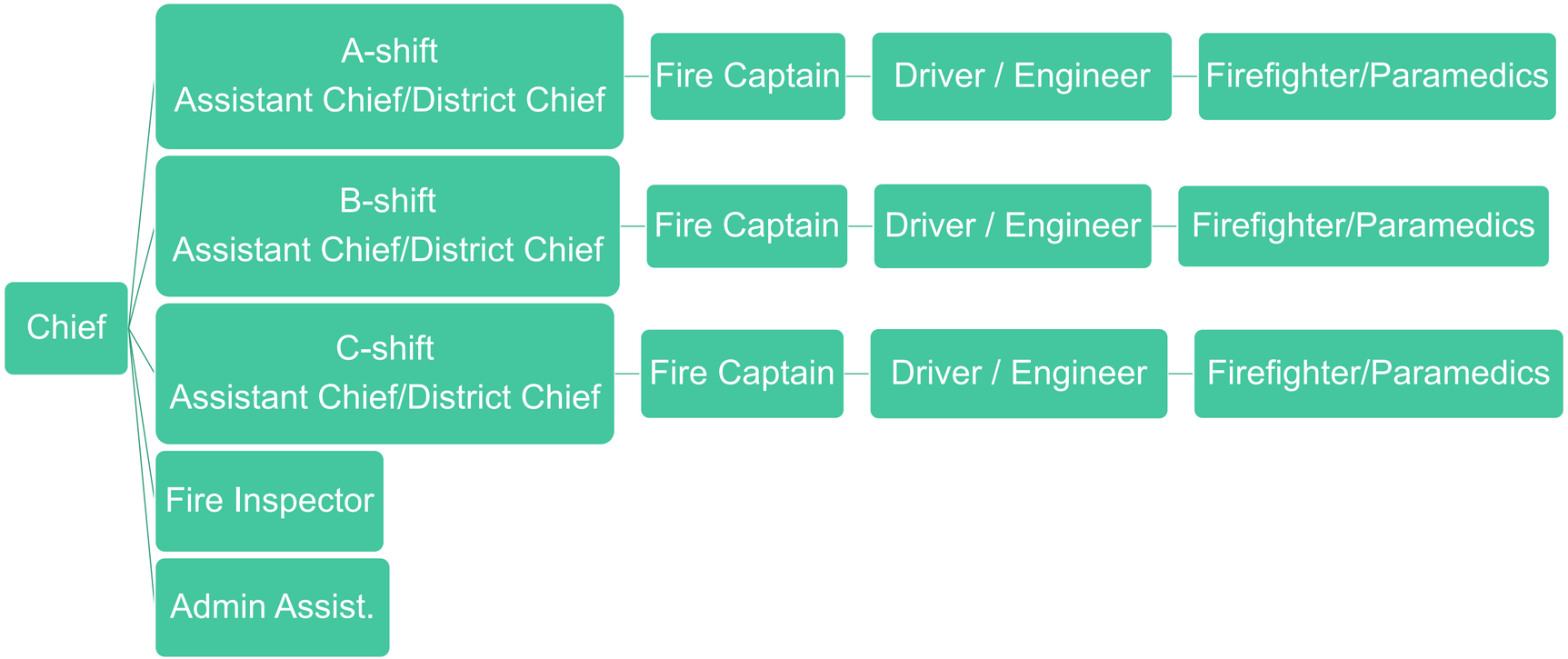
When unthinkable events such as death or suicide occur, families may look to funeral homes and ask “What now?” We have worked side-by-side with death care professionals for more than 25 years to offer families peace of mind following tragedies. We understand the responsibility we have to funeral homes and to the countless families they serve. www.aftermath.com/funeral-service



FIRE/EMS ORGANIZATIONAL STRUCTURE

This is a basic outline of the command structure for most fire departments with in the United States. Some of these ranks may vary depending on the size, location and type of department (paid or volunteer). **Note-** Larger cities also have Fire Marshalls / investigators attached to the Bureau. These individuals investigate suspicious incidents related to the fire scene.

Since Fire Departments are government agencies, they are **NOT** eligible to subscribe to ARP.



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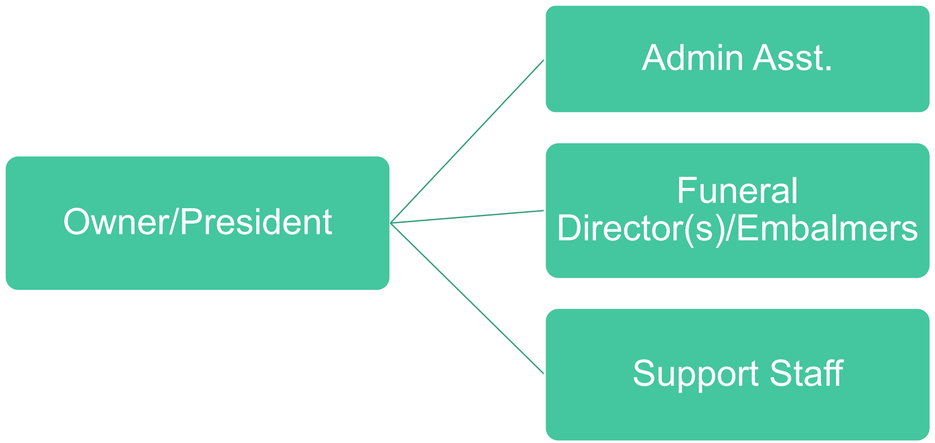
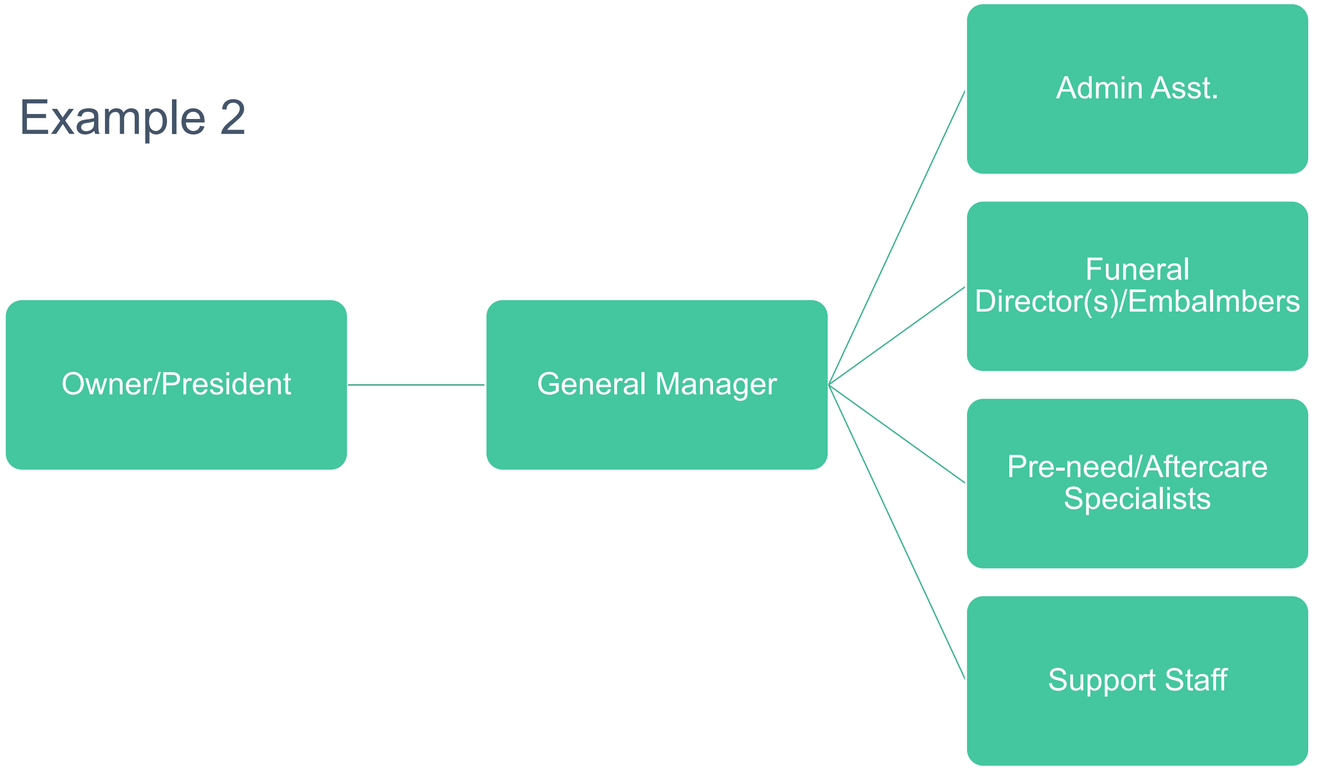
FUNERAL HOME ORGANIZATIONAL STRUCTURE

Family/Private funeral homes are not held to a higher power, so they are *generally* able to provide outside resources (such as Aftermath) to families. These types of funeral homes are eligible to subscribe to the Aftermath Referral Program (ARP).

Example 1



Example 2



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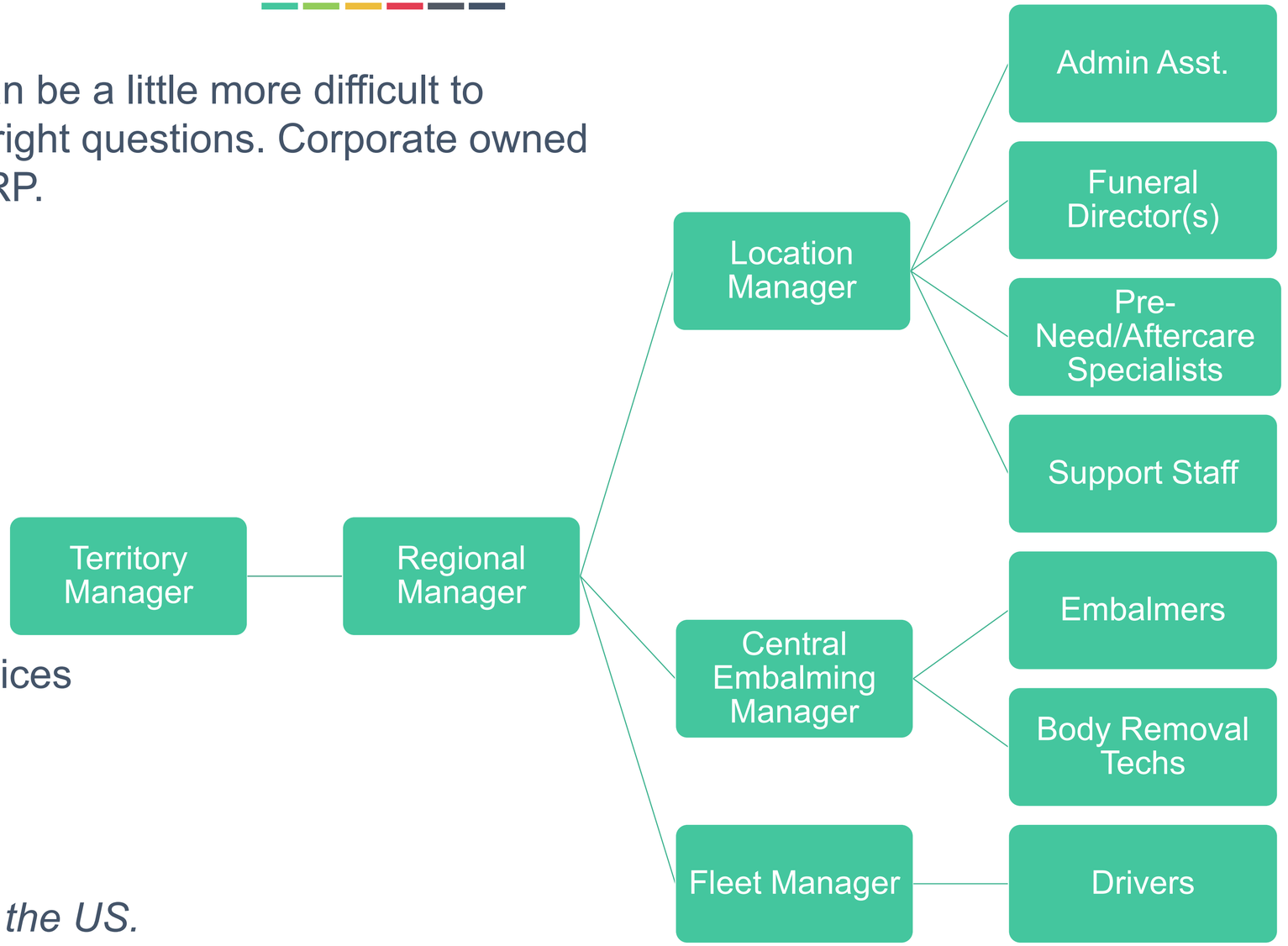
FUNERAL HOME ORGANIZATIONAL STRUCTURE

Corporate owned funeral homes can be a little more difficult to navigate, but it starts with asking the right questions. Corporate owned funeral homes cannot subscribe to ARP.

SCI* Brands:
Dignity Memorial (most common)
Funeraria Del Angel
Caballero Rivero
Advantage Funeral & Cremation Services
Rose Hills
National Cremation
Neptune Society/Trident Society

**SCI is the largest FH corporations in the US.*



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AFTERMATH REFERRAL PROGRAM : WHY

Government, municipality, or county ran organizations SHOULD NOT be presented this program. (Law Enforcement, Coroner/Medical Examiner, Fire/EMS)

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AFTERMATH REFERRAL PROGRAM: WHAT

ONLY funeral homes and body transport services can enroll in the following ARPs:

- **Traditional ARP**
  - Partner will receive honorarium directly based on scope of service provided.
- **Pay-it-Forward ARP**
  - Allows partner to donate funds directly to a charity of their choosing
  - Contributions tracked and notification provided via email

Honorarium Payment Tiers

- Bio Removal: $50
- Bio Safe: $250
- Bio Home: $500

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AWARENESS MATERIAL

“Resources” vs “Collateral”

Marketing materials can be divided into two basic categories, Resource Materials and Collateral.

- **RESOURCE MATERIALS** – awareness materials specifically designed to be **distributed to families in need of services**.
- **COLLATERAL** –materials designed to drive ongoing awareness and to **keep Aftermath foremost in the minds of influencers**. Much of the collateral is also referred to as “SWAG”.

Material Ordering:

www.aftermath.com/field

PW: ams75

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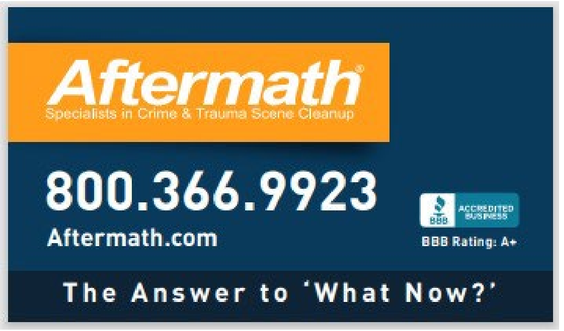
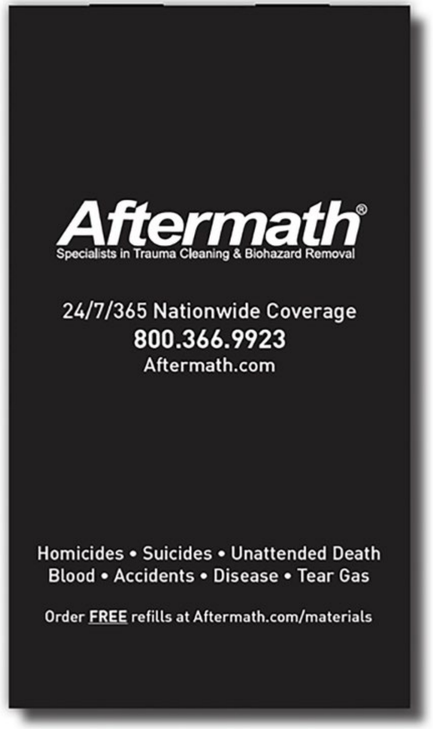
AWARENESS MATERIAL

Resource Material



AWARENESS MATERIAL

Collateral Material



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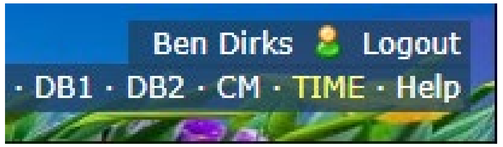
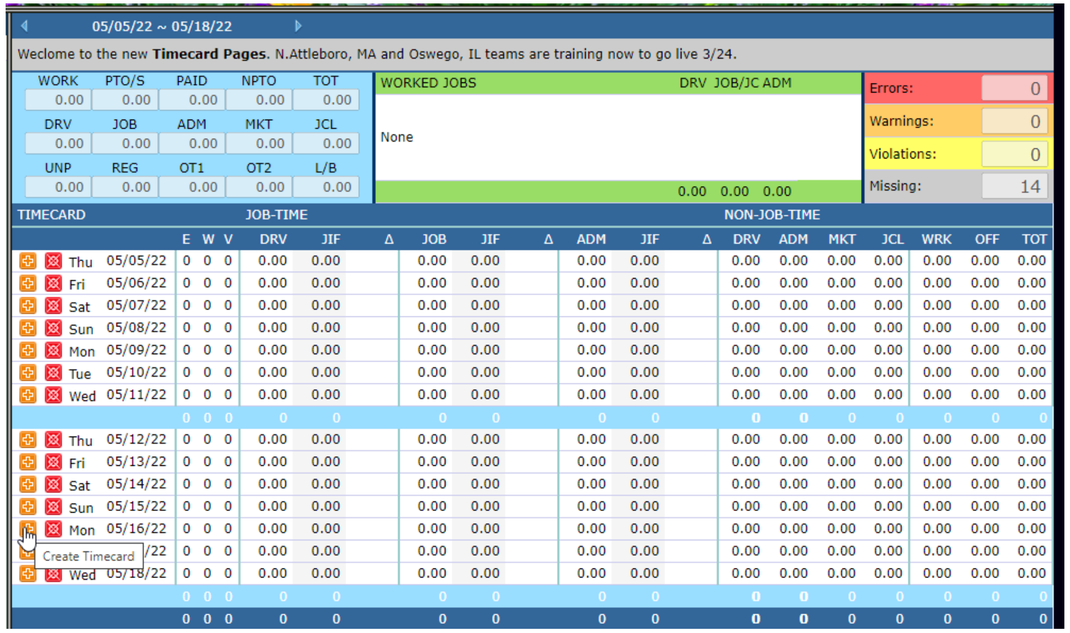
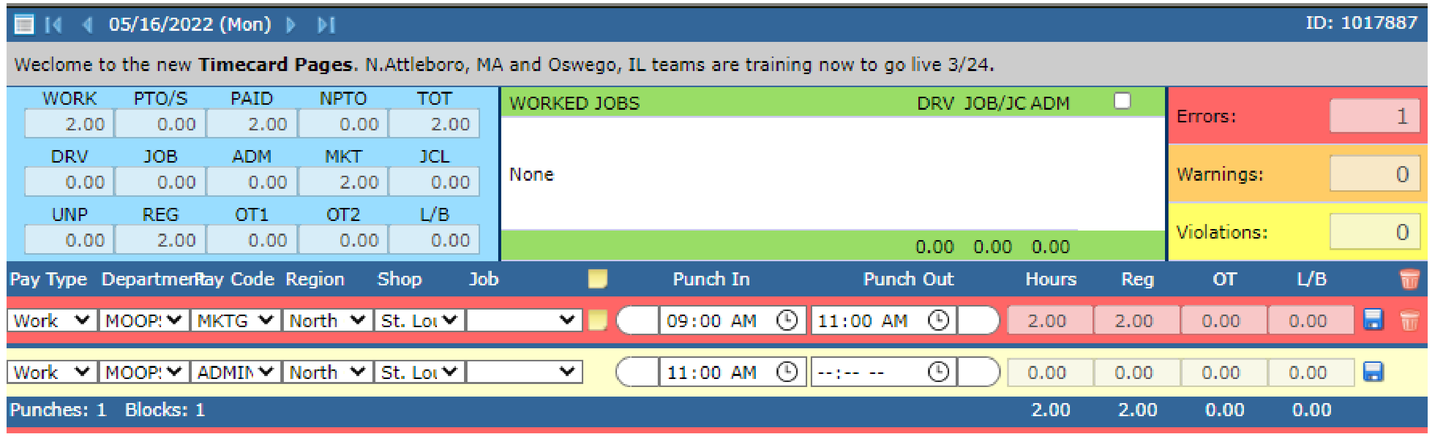
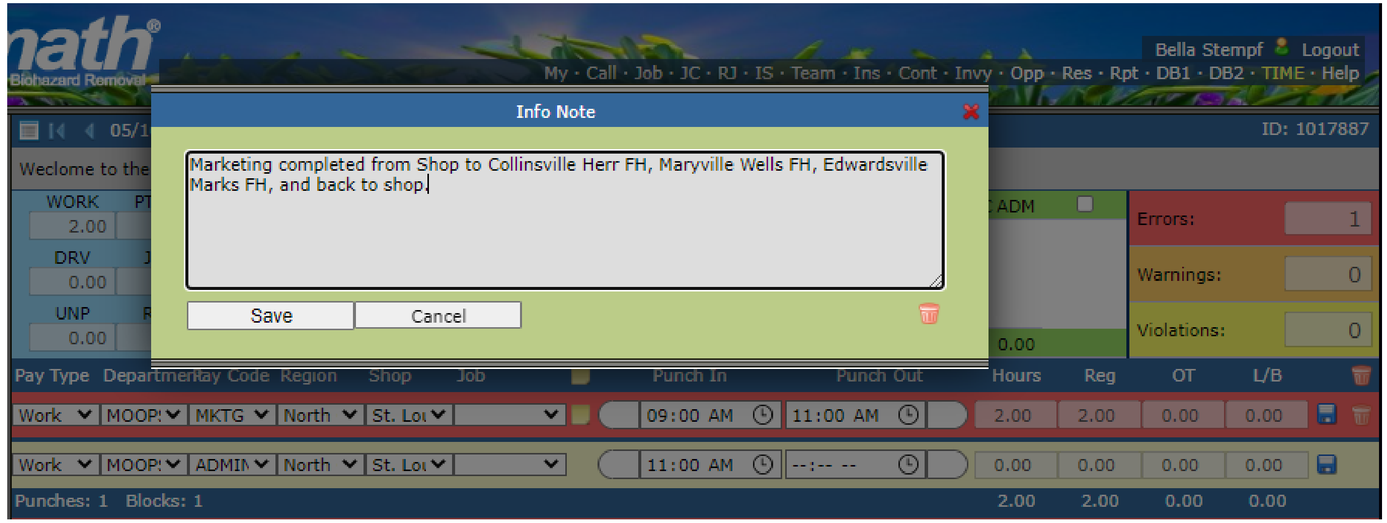
LOGGING YOUR HOURS









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NEXT STEPS

1. Complete this Awareness Training Level 2 (M2)
2. Watch the “Funeral Director with No Time” & “Funeral Home with No One Available” videos: https://www.youtube.com/playlist?list=PL9MoBZhj8o9h93sya0CwIpUlfDydip58w
3. Complete AL2 training quiz: https://bit.ly/M2TrainingQuiz
4. Schedule a role-play session with a member of the field marketing team
   - Visit: https://bit.ly/M2RoleplaySession
5. Complete roleplay session and submit completed Awareness tracker
6. Submit M2 checklist to fieldmarketing@aftermath.com, training@aftermath.com, and CC your RM/DM (after roleplay requirement is complete)
7. You’re now Marketing Level 2 certified!

M2 Certification Permissions

- 8-hours per pay-period
- Visit Funeral Homes & Fire/EMS

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