

FCD Ideas & Resources for Your Event

Updated: Sep 25

Contact us with your suggestions and resource links to include in the next update of this pack to inspire other funeral celebrants

This pack has the following sections, to act as a springboard for your own ideas:

1. IRL (events in real-life)
 2. AV (TV and radio, videoconferencing, YouTube etc)
 3. Print (newspapers, magazines, posters)
 4. Email, search engines & websites (yours, celebrant and funeral sector)
 5. Socials (Facebook, Instagram, LinkedIn, Threads, TikTok, X)
 6. Links – videos (for advice, inspiration or sharing)
 7. Links – docs (for advice, inspiration or sharing)
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1. IRL (events in real-life)

- Meet your funeral celebrant(s) event at local crem, a gallery, community centre, village hall, function venue, café or relaxed bar
- Talk to Women's Institute 'a day in the life of...'
- Talk to local care home – for staff or families
- Tutorial talk for sixth form/college
- Drop-in session at library (with their book display)
- Advice clinic at local hospice or community health centre
- Pop-up stand with display boards and leaflets at a wellbeing show
- Have a funeral celebrants' meet up in the park, leafletting event or funeral quiz challenge in the town centre, and invite local press along (Leaflets? Photo display board/PPT? Poster? Placards? FCD T-shirts? Cardboard or inflatable coffin? Other props?)
- Rake the FCD logo or annual theme/hashtag on your local beach
- Find someone who can project a message on a building (ask the town hall or library?)

1. AV (national and local TV and radio, videoconferencing, YouTube etc)

- **National/regional/community TV:**

- Interview – introducing FCD
- Interview – your role in the community
- Interview – a day in the life of a funeral celebrant
- Media students at local college – invite them to make a film or take photos for their coursework

- **National/local/community radio:**

- Interview/phone in scheduled close to FCD
- Hospital or community radio interview

- **Zoom/group chat:**

- Group chat about this year's theme
'Ask me anything'/'everything you wanted to know about...but were afraid to ask'/'meet your funeral celebrant'/'what FC do' etc
- Online death café around FCD date

- **Podcast**

- Your own, if you have one, or find one to guest on

2. Print (national/local newspapers & magazines, posters)

- Poster: Do check you have permission first
 - Crem/bereavement services centre
 - Community health centre
 - Hospital chapel
 - Hospice
 - Supermarket (some have community rooms/events boards)
- Display boards:
 - Local library poster/leaflet display
- Newspaper & magazine:
 - Town/area newspaper
 - County/region magazine
 - Local free publications
 - Village/parish circular
 - Funeral sector press piece (UK ones include: Funeral Times, Funeral Service Journal, Funeral Director Monthly, SAIF Insight, Farewells, Funeral Notices)
 - 'We pay for your true story' magazines (you'll need a unique angle first, then work FCD in) e.g. Take a Break, Pick Me Up
 - Share the (personalised) FCD press release
 - Funeral celebrant 'agony aunt' page
 - Funeral celebrant FAQs piece
 - Write to the letters page
 - Events listings diary

3. Email, search engines & website (yours, celebrant and funeral sector)

- Email
 - Send a mini newsletter to your subscribers
 - Add an FCD logo/banner and links to your business email
- Search engines
 - Add an update about FCD & picture of you on your Google listing
 - Add and answer a question on your Google or Bing listing
 - Add and answer a question on Quora
 - Search for questions about funeral celebrants/FCD and up-vote or reply to them
 - Use search engines to search for FCD and the theme to help rank it on Ask the Public and search completions etc.
- Website
 - Blog on your website about the most interesting, rewarding or misunderstood parts of your role
 - Guest blog for a funeral or bereavement advice or event website
 - Write a piece for a popular national or international celebrant directory or resources site such as The Celebrant Directory or Celebrants Collective
 - Contact your celebrant training or trade organisation and ask them to adopt/feature FCD, or include it in their courses
E.g. AMC, AOIC, Humanists UK, Humanist Society Scotland, Humanist Association of Ireland, FoIC, FPC, ICPC, UKSoc, Civil Ceremonies Ltd/IoFC
 - Check information about funeral celebrants on funeral directors' and funeral chain websites is correct – politely suggest amendments/updates (as a group) if necessary
 - Check your website page descriptions and page settings for SEO and keywords so you're easier to find on FCD
 - Adds links to your social posts, social biogs and search engine posts to direct people to your website funeral page on FCD

4. Socials (Facebook, Insta, LinkedIn, Threads, TikTok, X)

- Go live introducing yourself and your work
- Make a video of a day or week in a funeral celebrant's life
- Share a poem you wrote about being a funeral celebrant
- Tag organisations or businesses who should know about funeral celebrants, FCD, and you!
- Share or comment on another celebrant's post
- Offer a freebie e-book or FAQs guide
- Create an online poll
- Write a quiz

5. Links – videos (for advice, inspiration or sharing)

Please indicate what the video is about. Click links at your own risk.

To be added

6. Links – docs (for advice, inspiration or sharing)

Please indicate what the document is about. If you are the author, say whether you are happy for it to be shared in whole or part, or if copyright is claimed, and it is kindly submitted for guidance only. Click links at your own risk.

To be added.