

## 2010 Golden Rule Awards

### 2010 Golden Rule Community Service Award

Great funeral homes extend service well beyond what is required in day-to-day operations. OGR members frequently involve themselves in their communities by giving of their time, talents and resources. This award recognizes outstanding community service by a funeral home. Funeral homes applying for the community service award will have:

- Become involved or volunteered in civic organizations, churches, school districts, service organizations, or government entities;
- Sponsored or organized a community event, fund-raiser, campaign, charity event or other activity that benefitted a segment of the community or the population as a whole.

### 2010 Golden Rule Supplier of the Year Award

Members often develop valuable relationships with Golden Services Group suppliers, enhancing the funeral home's ability to serve families and maximize their operations, while strengthening the supplier's commitment to the association.

Members nominating a Supplier of the Year should show how the company has demonstrated exceptional service to your funeral home and beyond expectations by:

- Providing accessibility and/or outstanding customer service;
- Addressing problems or concerns with a product and/or service;
- Providing staff training, professional development and/or advisory support.

### Submission Guidelines

- All member firms are eligible to submit their firm for the Community Service Award.
- All member firms are eligible to submit a Golden Services Group Supplier for the Supplier of the Year Award.
- Entries must include answers to the questions on the form, where appropriate.
- Support materials should show evidence of the activity or service, such as press clippings, letters of thanks, testimonials, photos, or governmental citations.
- A firm may win this award only once every three years.
- The winner will receive an engraved trophy and a press release, be recognized at the 2010 Annual Conference, and be acknowledged in *The Independent* and on the OGR web site.
- If appropriate, a second- and third-place entry may be cited for special recognition. These entries will receive a certificate and press release, and be acknowledged in *The Independent* and on the OGR web site.
- Remaining entries will be cited for Honorable Mention and will receive a press release.



## 2010 Golden Rule Award Entry Form

### Instructions

1. Duplicate entry form for multiple entries.
2. Select the category you are entering.
3. On a separate page, answer the questions for that category, as appropriate.
4. Provide supporting documentation along with your completed form and answer page.

### Golden Rule Community Service Award

1. What was your objective in conducting this activity?
2. How did you organize the activity?
3. What was the result of the activity?
4. When did the activity take place? Include duration, dates and timeframe.
5. How did your activity reflect positively on the funeral profession, your community and/or your staff?
6. How did your activity demonstrate "service measured not by gold, but by the Golden Rule?"

### Golden Rule Supplier of the Year Award

1. How has the supplier positively impacted the operation of your funeral home in a way that demonstrated service above and beyond expectations, or aided your firm's mission regarding community involvement or outreach?
2. How has the supplier improved or helped your relationships with client families and/or the larger community?
3. When and how did your relationship with this supplier begin? Can you point to a specific instance that brought this supplier to your attention?
4. When did the activity take place? Include duration, dates and timeframe.

### Nominee

Funeral Home / Supplier \_\_\_\_\_

Address \_\_\_\_\_

City, State/Prov, Zip/Pstl Code \_\_\_\_\_

### Submitted by

Name & Title \_\_\_\_\_

Phone & E-mail \_\_\_\_\_

Submit your completed form with your answer page and support documentation, **postmarked by January 31, 2010**, to OGR Golden Rule Awards, 3520 Executive Center Dr., Ste. 300, Austin, TX 78731.

*Thank you for entering the Golden Rule Award!*