

## Kohls Community Funeral Home Essay

The staff of Kohls Community Funeral Home decided that we wanted to develop a new type of program to gain recognition in our community. Russell S. Walker having served on the Pursuit of Excellence committee for several years came to the funeral home to bring some new ideas to the rest of the staff so that a plan of action could be formulated for the development of such a promotional program for the funeral home. We started early in May of 2009 with the idea of participating in the 2009-2010 Pursuit of Excellence Program as well as finding a new promotional idea for the funeral home for this year.

After a lot of discussion we decided to focus this years efforts on a pumpkin giveaway program. We wanted this program to benefit one of our local non-profit groups as well. We decided to contact our local goodwill Industries to partner with them on this project.

We set the date for the event, Saturday, October 17, 2009 starting at 10:00 A.M. Rhonda Mulder contacted a local farmer that grows pumpkins and he agreed upon a price for a wagon load of pumpkins. Jamie Ebert contacted Goodwill Industries and they were excited about working with us on this program. We contacted the local newspaper and radio station to explain the program to them, both agreed to provide coverage for the event.

The day arrived. We set up the wagon in the back of the funeral home parking lot, parked the Goodwill Industries truck next to the wagon. The radio station set up a remote broadcast from the funeral home. We had over 100 children come that day, each of them brought a bag of donations for Goodwill Industries and in exchange were allowed to take a pumpkin from the wagon.

At the close of the day we all decided that this project was a very successful one both for the great exposure that the funeral home received, and for the donations to Goodwill Industries, but mainly the children that left the funeral home so happy with the pumpkin that they had picked out to take with them. We plan to do this program again in the future and we will start to look at other organizations that we could partner with