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NFDA Announces Tribute Technology Sponsorship of Arranger Training Program

Partnership supports gold-standard training that helps funeral professionals better serve today's families.

Brookfield, Wis. – The National Funeral Directors Association (NFDA) is pleased to announce that Tribute Technology is a sponsor of NFDA's Arranger Training program, a highly regarded educational experience designed to help funeral professionals strengthen communication, build trust with families and convey the value of a meaningful funeral service.

The sponsorship reflects shared values between NFDA and Tribute Technology around innovation, education and family-centered service, particularly in supporting funeral professionals as family expectations continue to change.

Tribute Technology's research shows that funeral home websites attract more than 3.5 billion visitors each year, with obituary pages drawing five times more traffic than other areas of the site. As more families begin the arrangement process online, either fully digitally or by starting online before meeting with a funeral director, obituaries often become the first place families connect back to the funeral home. These insights help inform how funeral professionals are trained to meet families earlier in their decision-making journey and guide more meaningful arrangement conversations.

"Funeral professionals are being asked to meet families where they are with empathy, clarity and thoughtful use of technology," said Matt Powell, Chief Technology Officer, Tribute Technology. "NFDA's Arranger Training aligns closely with our mission to help funeral homes serve families in meaningful, modern ways, including developing software specifically for use in the arrangement room. We're proud to support NFDA's program that elevates both professional development and the family experience."

At the heart of NFDA's Arranger Training offerings is the Arrangement Skills Masterclass, an in-person, day-long immersive experience that brings funeral professionals together for collaborative learning, hands-on discussion and practical skill-building. NFDA's Arranger Training offerings also include the Arrangement Solutions Academy (a four-week, live, instructor-led virtual study group) and a Student Arranger Training Experience (a half-day interactive program tailored for mortuary science students).

"Arranging a funeral is one of the most personal and important interactions a funeral professional has with a family," said Lanae Strovers, CFSP, NFDA's Arranger Training instructor. "NFDA's Arranger Training helps funeral service professionals slow down, ask better questions, and guide families with confidence and compassion. Support from partners like Tribute Technology allows us to strengthen this gold-standard training and expand its impact across the profession."

Tribute Technology is a long-time supporter of NFDA programs and initiatives, including the NFDA Convention and events app, which helps attendees make the most of association events and connect

with one another. The Arranger Training sponsorship reflects a shared commitment to strengthening the profession through collaboration.

For more information about NFDA's Arranger Training offerings, visit NFDA.org/ArrangerTraining or call 262-789-1880.

About the National Funeral Directors Association

NFDA is the world's leading and largest funeral service association, serving 20,000 individual members who represent nearly 11,000 funeral homes in the United States and 49 countries around the world. NFDA is the trusted leader, beacon for ethics and the strongest advocate for the profession. NFDA is the association of choice because it offers funeral professionals comprehensive educational resources, tools to manage successful businesses, guidance to become pillars in their communities and the expertise to foster future generations of funeral professionals. NFDA is headquartered in Brookfield, Wis., and has an office in Washington, D.C. For more information, visit NFDA.org.

About Tribute Technology

Tribute Technology builds technology for funeral professionals based on how families and funeral directors navigate the world today. Serving more than 9,000 funeral providers, Tribute creates connected tools for management, websites, marketing, online planning and payments that support clearer communication, informed choices and more meaningful interactions with families. This commitment to aligning technology with real-world funeral service is Tribute Technology's mission and the reason we partner with organizations like NFDA. Tribute is committed to designing products that meet today's consumer needs and bridge the gap between funeral home technology and families.

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