**Jones-Wynn Funeral Homes & Crematory, Villa Rica, Georgia**

*Jones-Wynn Funeral Homes & Crematory. Douglasville, Georgia*

**Celebrating 75 Years of Legacy and Service: A Community-Focused Anniversary Initiative**

As Jones-Wynn Funeral Homes & Crematory marks its 75th anniversary in 2025, we recognized the importance of not only commemorating our rich history but also using this milestone to connect with our community, celebrate our legacy of service, and inspire future generations. Our innovative 75th Anniversary Celebration and Marketing Program was born from this vision.

Rationale Behind the Idea

According to research from the National Funeral Directors Association (NFDA), community engagement is a key driver of trust and loyalty for funeral homes (NFDA Consumer Awareness Study, 2022). We saw our anniversary as an opportunity to remind families why they have trusted us for generations and to reinforce our commitment to compassionate, personalized care. With three generations of husband-and-wife teams—each with both partners licensed—we wanted to highlight our unique story, demonstrate our stability, and show that our service is deeply rooted in family and tradition.

Detailed Description of the Program

Our comprehensive 75th Anniversary Program included a multi-faceted marketing campaign:

Launching a branded anniversary logo used across all communication materials.

Sharing weekly historical photos and stories on our website and social media, tracing our journey from 1950 to today.

Creating a series of anniversary-themed social media posts celebrating key moments, milestones, and the people who built our legacy.

Hosting in-person and online events to thank families who have supported us over the decades, including a community open house and a special reception for clergy and local leaders.

Partnering with local newspapers to publish feature stories about our 75 years of service, including a special article during Women’s History Month that highlighted three generations of women leading our funeral home—an achievement that is both unique and inspiring in our profession.

Installing commemorative banners at both of our funeral home locations and throughout Villa Rica and Douglasville to visually reinforce our longstanding presence.

Benefits Provided to Funeral Home and Staff

This program has united our staff around a shared sense of purpose and pride. By celebrating our legacy, we have reinvigorated our team, reminding everyone that we are part of something bigger than ourselves—a tradition of excellence and compassion spanning three generations. The increased community visibility has already led to new pre-need inquiries and strengthened relationships with referral partners.

Benefits Provided to Families and the Community

For the families we serve, the program has reinforced our reputation as a trusted, stable, and community-focused funeral home. The shared stories and historical reflections have helped families see themselves as part of our history, deepening their connection with us. Our events have also provided opportunities for community members to come together, fostering relationships and shared memories.

Partnerships and Roles

We partnered with local newspapers, such as The Newspapers of West Georgia, which produced an in-depth feature on our legacy of women leaders during Women’s History Month, spotlighting the remarkable story of three generations of women serving in funeral service. The funeral home coordinated interviews and provided historical materials, while the newspaper handled research, writing, and publication.

Ongoing Improvements

While we have celebrated past anniversaries, this year’s 75th milestone marked the most comprehensive campaign in our history. Unlike previous celebrations, we implemented a fully coordinated marketing plan, professional photography, enhanced social media storytelling, and community-wide promotions. We also made our materials more inclusive and focused on showcasing our diverse history, reflecting feedback from families who value our commitment to honoring all people.

Our 75th Anniversary Program embodies innovation rooted in tradition—reminding families of our unwavering dedication to compassionate service while celebrating the past, present, and future of Jones-Wynn Funeral Homes & Crematory.