

Git Up.....and Dance  
#funeralhomechallenge

At Macz Funeral Homes we feel it is our mission to serve the communities we are in on all levels. We have a true passion for the people, the families, and the communities we serve. To connect with these people, we hold so dear, we decided to create a dance video. With this video, we anticipated an amazing opportunity to spotlight local talent, engage the community, strengthen the bond of our funeral home's staff, and show a more approachable side of us as funeral directors. In addition to these, we also called to other funeral homes to join in and create their own video to connect with their communities and show their lighter side. To our knowledge, no other funeral home utilized an opportunity to connect in the way our dance video does, making this an extremely innovative idea #funeralhomechallenge.

The dance video was placed on the funeral home's YouTube channel to roll in the New Year, and to date, has just under **10,000** views, shared well over **250** times on their Facebook page, has spread to three countries, and numerous state funeral affiliated associations, Ohio, Arkansas, Kentucky, Michigan, Virginia, Pennsylvania, New York, Canada, Missouri, Wisconsin, Indiana, Florida, New Mexico, Louisiana, and Texas, who have reached out with their praises. The dance video gives viewers an opportunity to donate to the Funeral Service Foundation at the completion of the video, thus extending the benefits to the Funeral Service Foundation. It was of utmost importance that our funeral home call attention to the importance of supporting the Funeral Service Foundation with the National Funeral Directors Association, as the Foundation is impacting the future of the industry. As a younger firm, Macz Funeral foresees the value in connecting to the Funeral Service Foundation for education and opportunities for career growth.

Our truly innovative and one-of-a-kind idea was initiated with the funeral homeowners and staff brainstorming what song to choose and where to film this energetic, fun filled video. The song, The Git Up by Blanco Brown was chosen, and the melody was quickly imbedded into our hearts and our minds. It was appropriate that the title of this song was inspired by the artist's grandmothers and how they would tell him to "Git up" each morning and encouraged him to go out and be productive, find purpose, enjoy and just celebrate the day. We loved how this song could carry over these reminders while others could have fun with it by watching or dancing along. Once the song was agreed upon, it was time to "Git up" and dance. The video was shot primarily with the assistance of an I-phone, and a friend's drone was used for the aerial shots, making the concept of another funeral home replicating a video of their own completely user friendly. We went to many different locations to ensure we would reflect the heartbeat of the communities we serve in. It was both exciting and humbling to see so many come

out to participate in this encouraging activity. Business owners, local high school students, coaches, teachers, family, friends, and funeral home staff showcased their moves to bring a ray of sunshine. The top-notch quality implementation of our vision came forth in the amazing details, and the dedication of all involved. This experience will continue to bless us in years to come as our roots grow deeper in each community, we are honored to serve in.

The fact that in a short, three-minute song, we would feel completely linked together with those in our community, was a tremendous benefit individually and professionally. Individually, for the funeral directors and staff, there was a sense of accomplishment, a chance to work as a team and to strengthen bonds. Professionally, for the funeral home and funeral directors, it gave a relaxed, welcoming view of us as real people. This made the uneasy act of making a loved one's final wishes a bit easier for many families that were served after the dance video was made. These families felt like they knew us, as funeral directors, better and, in turn, were more comfortable with planning arrangements. We would be greeted with hugs and positive words of praise from families we served who had watched the dance video.

To the Pursuit of Excellence Board, please go to our YouTube Channel – Macz Funeral Homes – click on videos and scroll to the bottom till you see our first video uploaded the GitUP or use the link below to experience a little joy for your day!

<https://www.youtube.com/watch?v=daJg-iUkkWw>