

Multiple Dividends

Truly Going Extra Miles for Clients, Community

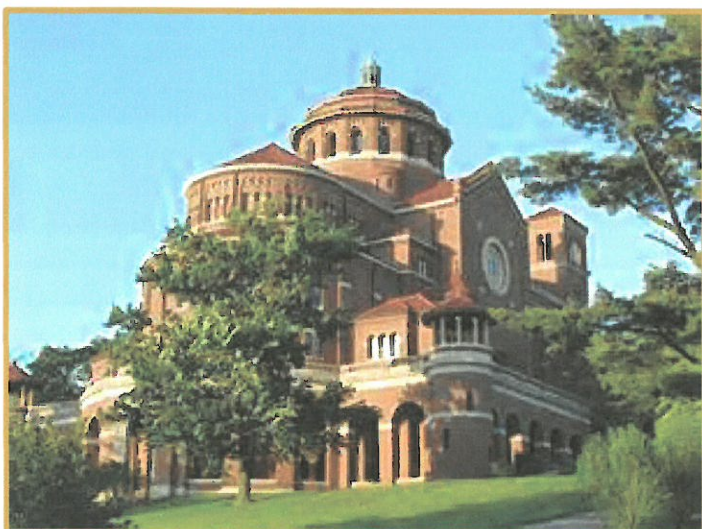
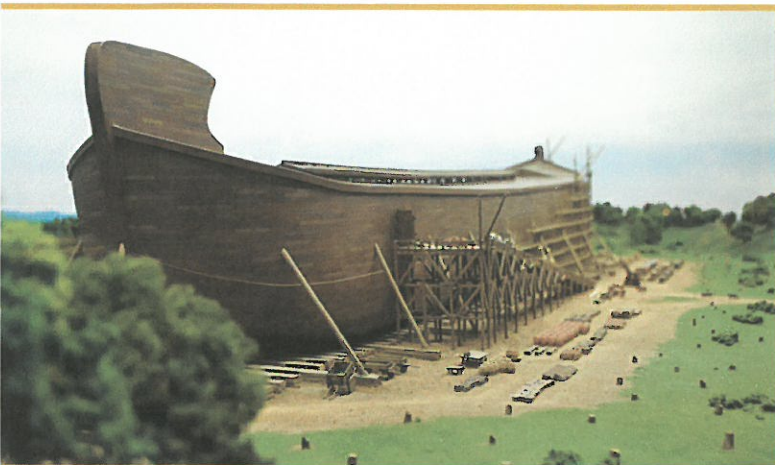
An idea gleaned from another Indiana funeral home, some 125 miles away, has spawned into a 2015-16 company mainstay for Morgan & Nay Funeral Centre with monthly excursions and multiple advantages.

*For that first exploratory day trip in December 2013, Morgan & Nay personnel tapped participants in its grief support program plus recruited additional guests to fill a 55-passenger bus for the Louisville Ballet production of *The Nutcracker*.*

The excitement that permeated the evening and glowing reviews inspired Morgan & Nay management the next morning to ponder the obvious, why not more. Over coffee, Rodney Nay, president/owner, and Jane Sefton, director of pre-planning and family services, rapidly fired off benefits. Without question, an organized program could fulfill multiple marketing and program functions. *Double as an excellent community relations tool. Provide a valuable social outlet for the grief program. Allow M&N management and associates to interact 1:1, in a non-funeral home setting, with prospective as well as pre-paid clients. Be financially self-sustaining. Provide an unique service for our small rural community of 20,000.* And the exchange of perks went on.

The approaching Christmas holidays naturally handicapped immediate planning, but by mid-February 2014, a six-month agenda with a colorful brochure and media advertising heralded the introduction of the *Morgan & Nay Day Trip Series*.

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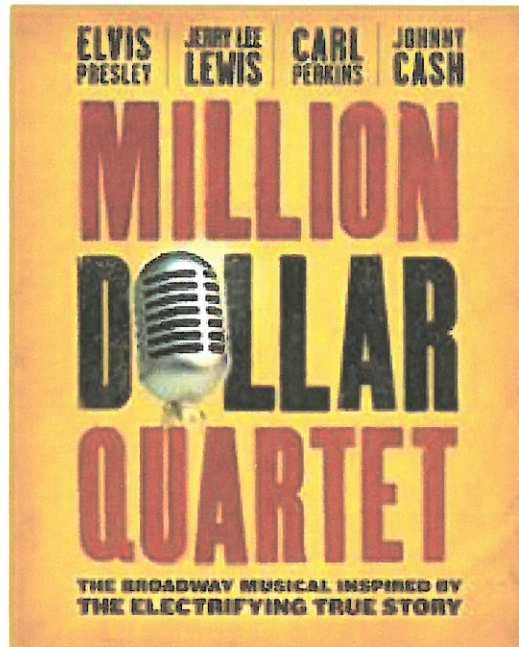
Top
The Ark Encounter –
Hebron, KY
Center - Top
Monastery
Immaculate
Conception -
Ferdinand, IN
Center – Bottom
Phantom of the Opera
(Broadway Across
America) -
Louisville, KY
Bottom
Bardstown Dinner
Train
(Fall Foliage
Tour) -
Bardstown, KY

Now in its third full year, the series – as of June 30, 2016 - has entailed 34 outings and accommodated nearly 2,000 patrons. This year, the program has expanded even more with multiple trips some months, customized mailings, social media promotions and gift certificate availability. Those tallies do not include the remaining 10 outings for July-December 2016, and the two already booked for January and May 2017. The Broadway Across America production of *Sound of Music* and a regional theatre version of *Sister Act*.

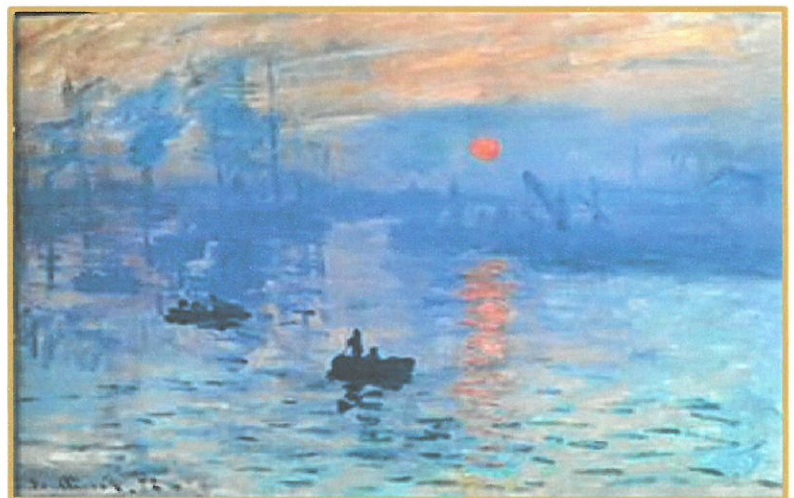
Several guests hail as repeats, but the diverse genres of trips always attract new participants. Whether it be country music with twin fiddles peaking, a Dixieland sunset cruise on the Ohio River, a tour of Woodford Reserve, a Broadway production of *Phantom of the Opera* or the aesthetic architecture of Immaculate Conception Monastery, the monthly excursions caters to all interests. We plan such diversity as it brings us in touch with more people, plus lets us showcase our style. Like for every visitation, funeral and/or pre-planning consultation, President Nay expects each trip to uphold the image and slogan of the funeral home, “Exceeding Expectations, Reflecting Wishes.” An integral part of Nay’s management style, employees and Morgan & Nay endeavors must exude the trust and image of the funeral home 24/7. The centre charters a nice, comfortable coach for each excursion, plus provides homemade sweets for early morning departures and white chocolate truffles for those evening rides home.

Because an important part of our mission entails promoting camaraderie among new acquaintances, the Day Trip host always introduces each guest on the coach and highlights special occasions such as birthdays, anniversaries or nostalgia bits. On the trip to Renfro Valley, a guest and her late husband had honeymooned there in the early 1960s.

(Continued ...)



Top
 Million Dollar
 Quartet
 (The Palace) –
 Louisville, KY
Center
 West Baden –
 French Lick, IN
Bottom
 Daubigny, Van
 Gogh, Monet
 Exhibit
 (Taft Museum of
 Art) –
 Cincinnati, OH



Right
Branson
On the Road
 (Derby
 Dinner
 Concert
 Series) -
 Clarksville,
 IN



Another's granddaughter was a cheerleader for the Indianapolis Colts. Naturally, Grandmother watched the cheerleader rather than quarterback Andrew Luck. A lively, 90-year old lady had once played the piano for one of the *Branson on the Road* performers.

The centre tries to come close or even recoup total expenses on each trip, but any deficit is equated to advertising dollars and is considered money well spent for the public relations dividend derived from the program. Although informative and quicker, media advertising that would be equally or more expensive lacks that human touch, a fundamental in effective marketing.

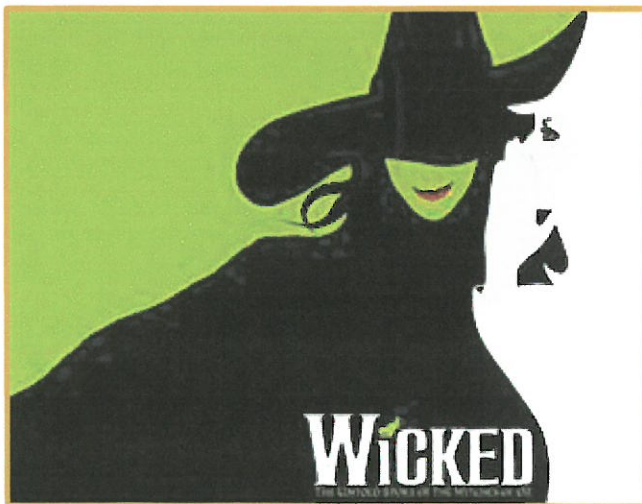
To calculate the cost of each trip, the coordinator takes into consideration the cost of the ticket, charter transportation, anticipated labor costs of M&N employees, lunch/dinner expenses, gratuities and treats. For 2015-16, most tickets fall into the \$75-\$125 range.

Morgan & Nay does not do any direct advertising on the bus, but rather incorporates good public relations skills to show participants we are a caring, friendly, well-organized team. That image is most important to us. Proud of our 19-year accomplishments and leadership in the profession and community, the coordinator does briefly share Morgan & Nay's achievements and community involvement however. *NFPA Pursuit of Excellence status – 2015, 2014. A+ Rating from Better Business Bureau - 2015, 2016. Our multiple sponsorships of community events.* We want to make sure those proud grandparents on the trip know we happily support their precious grandchild's little league team, purchased their neighbor boy's grand champion pig at the county fair or



Above
 Morgan & Nay
 President/Owner
 Rodney Nay
 greets guests
 before a Day Trip
 departure.

Right
Wicked
 Broadway Across
 America –
 Louisville, KY



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donate generously to a cause that uplifts or tears at their hearts ... a historic preservation project, benefit golf scramble or half-way house for substance abuse.

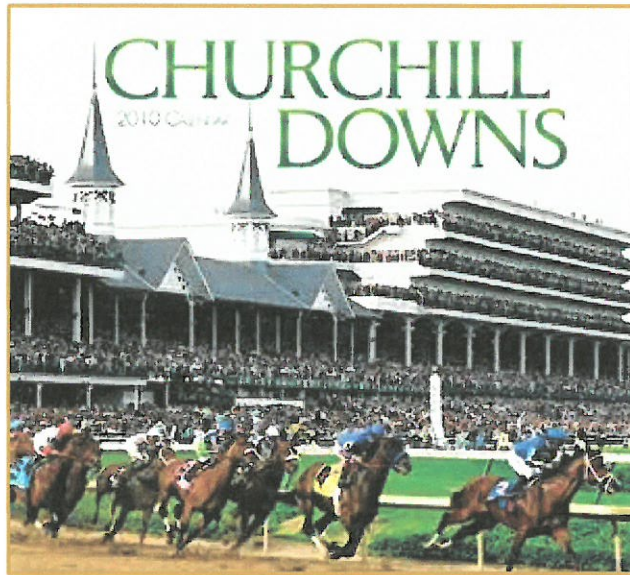
And every Morgan & Nay associate on the trip makes sure to personally talk with every client, not just a hello but a light conversation that elicits the guest to participate and share happy thoughts and/or memories. As people age, the importance of human connection mounts and we want people to consider us friends and trustworthy professionals and to think of Morgan & Nay first when they wish to pre-plan or need our services. The Day Trip Series could be an influencing factor in that decision.

And to better acquaint ourselves with the community, we always introduce all Morgan & Nay employees on the trips and briefly identify their roles at the centre. And if time prevails, Nay, Sefton and/or Funeral Director Josh Webb will step on board before the coach departs to interact with our travelers. We want our guests to see us as that friendly, caring dependable neighbor in that nicely maintained house down the street or well-groomed farm 15 miles out.

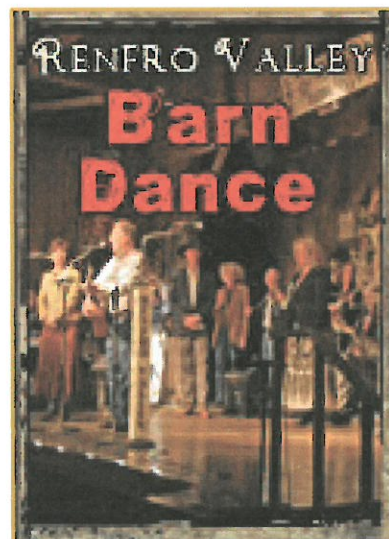
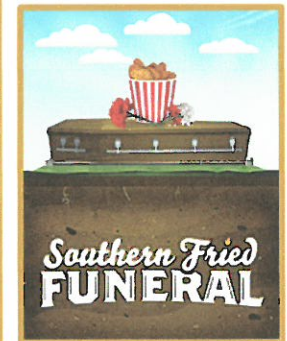
And more than once, the centre has donated a ticket to someone experiencing low funds or encountering a personal struggle. Keeping in the spirit of our original mission three years ago, Morgan & Nay also generously extends complimentary tickets to those in the grief program in need of an extra lift and/or interaction with people.

Besides the routine tasks of making bus arrangements, securing tickets and producing promotion materials, marketing the monthly day trips also has

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Left
 Fall Meet with Lunch on Millionaire's Row (Churchill Downs) – Louisville, KY
Center
 >Celtic Woman Concert (The Palace) – Louisville, KY
 >Belle of Louisville, Louisville, KY
 >Southern Fried Funeral (Derby Dinner Playhouse) – Clarksville, IN



Above Tour of Georgetown Toyota Plant with Lunch at Cherry Blossom Golf Club House – Georgetown, KY
Left Renfro Valley Barn Dance (Renfro Valley, KY) with Dinner at Boone Tavern (Berea, KY)

Top Cincinnati Reds (Great American Ballpark) – Cincinnati, OH Center Gospel Music of Elvis (Derby Dinner Concert Series) – Clarksville, IN



costs. Rather than purchase a lot of expensive media advertising to reach our audiences, the centre relies heavily on the company website (morgan-nay.com - *Day Trip Series* link), posts trip advances and follow-ups on the M&N Facebook page, distributes news releases to area newspapers and radio stations and creates two brochures each year. To accommodate our patrons who do not own or use computers a lot, we do advertise the program twice a year in the local daily newspaper to announce each 6-month itinerary. And of course, the brochures are strategically located in the

two foyers and lobby area of our centre. All of the brochures, as well as the web and Facebook posts, are produced in-house. Using social media to promote and tell our Day Trip story has been a new point of emphasis in 2015-2016.

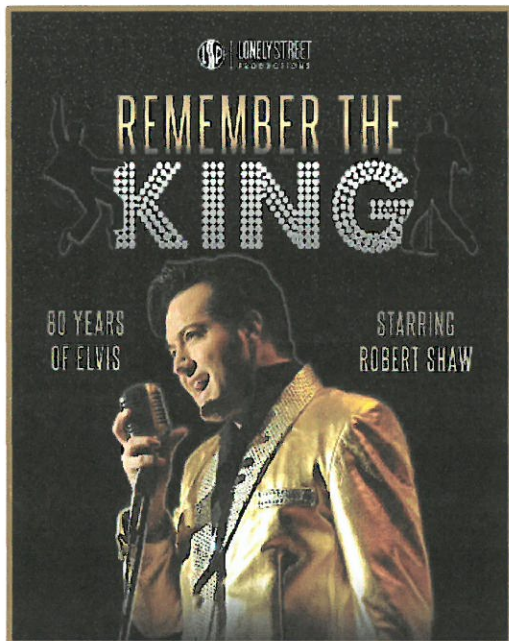
All of this exposure certainly conveys our story but our most successful communications tool entails “word of mouth” from spirited and appreciative clients. They eagerly tell their friends, while simultaneously signing up for trips several months down the road. For the August-December 2016 agenda, we had to add a time restriction on when sales would start. We were encountering the “happy problem” of some venues – months away – being booked before the official announcement of trips had been posted. For 2015 and 2016, over 90 percent of our trips have been “sell-outs” with fairly sizeable waiting lists.

Also, this year we created M&N Day Trip gift cards which have found their way into many a birthday card, anniversary greeting or thank-you letter. From a marketing perspective, we love the idea of our name and activity being part of that special celebration.

To coordinate the series, Morgan & Nay employs one part-time staffer who also assists management with other media and community relations endeavors. A second Morgan & Nay associate always accompanies the coordinator on trips to assist with details and/or individual guest needs if such should arise.

Unlike three years ago when we had to recruit participants, people now contact us. Brochures have become favorite reading material. The excursions create fun, pleasant times as well as warm remembrances. People can connect with Morgan & Nay 1:1 in a non-funeral setting. The name, image and community involvement of Morgan & Nay Funeral Centre have become embedded in minds and those positive associations naturally spread to family members, neighbors and friends. Financially, the program requires minimal, if any, extra dollars when the check book is reconciled.

Indeed, Morgan & Nay Funeral Centre reaps loads of marketing mileage and public relations from its *Day Trip Series*. A worthwhile journey.



Right A Christmas Carol (Actors Theatre of Louisville) – Louisville, KY





“The Morgan & Nay day trips are the best. Lots of interesting places, good dining spots and wonderful camaraderie. It’s hard to pick a favorite. Everyone from Morgan & Nay is so nice to us. My sisters and I are always inquiring about the next brochure so we don’t miss out.”

Jane Stewart
Loyal Day Trip Patron



Top
Stephen Foster Story - Bardstown, KY
Center
Mosaic at St. Peter in Chains Cathedral Chanticleer Concert – Cincinnati, OH
Bottom
Ladies of Liberty Christmas at the Galt House - Louisville, KY

