

Shining a Light: A Mutual Blessing

“The key to the happy life, it seems, is the good life: a life with sustained relationships, challenging work, and connections to community.” Canadian Psychologist Paul Bloom must have known that the “key to the happy life” lies in being a funeral director when he penned these words. After all, as funeral directors, we sustain relationships, are challenged in our work, and are required to continuously connect with our community. In an environment driven by sorrow, funeral directors can actually hold the keys to joy if they look beyond themselves and lift the hearts of others. At Posey Funeral Directors, we rediscovered this this year as we stepped out of the walls of our business and into the lives of others behind the lens of a camera to shine our light on the good of others.

For the past 140 years, one of our main goals has been to do good in our community. As our company playbook’s acronym states, we “CARE” through Concern, Action, Readiness, and Exactness. Because of this approach, we have created our most valuable assets: relationships. After spending numerous hours entertaining advertising solicitations and reviewing our current marketing initiatives, we realized the time had come to reallocate our funds and focus more on relationships in our marketing efforts. We didn’t want to simply “tell” or remind our community what we stood for; we wanted to show them and do something meaningful with our marketing dollars in the process. Essentially, we wanted to begin to “shine our light” on others through our rich blessings.

Equipped with an iPhone and a list of three simple questions, we created PoseyCares Spotlights, two-minute video interviews, generally posted on social media, highlighting the service of people in our community. Each person interviewed for the Spotlight was asked three basic questions by one of our staff members: (1) Who inspired you to serve in our community?; (2) What motivates you to serve others?; (3) What advice would you offer to those looking to serve?. The first spotlights were based on recommendations generated in our weekly staff meetings. However, once the spotlights began to post, we began to receive submissions from our social media followers. Now produced twice each month, these features have become some of our most anticipated, engaging media events shared by our followers both locally and outside of our community.

Our social media pages are now not merely advertising platforms. Our pages are environments fostering a culture of positive, community interaction, and initiatives like the PoseyCares Spotlight continue to directly impact this activity and open doors of additional opportunities for community partnerships, including our recent involvement with a new television program “CrossTalk TV.”

Local media producers Neil Gordon and Bryan Williams came across our Spotlight segments and realized that our goals were in line with their own in their latest television venture that also showcases the good works of community members. So, Gordon and Williams invited Posey Funeral Directors to be an integral partner with their show, with Walker Posey and Melissa Posey Loose acting as co-hosts on several episodes. The premise of the “CrossTalk Blessings” segment is that the show hosts travel to a local nonprofit and surprise the nonprofit’s director with a \$1,000 contribution. In making this presentation on camera, the hosts “shine a light” on the nonprofit, showing the community the good works of others while also educating the community about opportunities to further lend a hand.

Participating in the light of the camera has provided a new opportunity this year to show our story of caring instead of just telling it. By putting others first, our staff has shared in the success of those doing good, and this has put each of them on the hunt for opportunities to better serve in our community outside of the walls of the funeral home. Developing this increased awareness of community and

service has actually improved the morale amongst employees, as they've worked together to develop opportunities, and this same attitude has made our staff better in what they do for us at Posey's.

The term "CARE" defines Posey Funeral Directors and the service offered by each of our staff members. Concern, Action, Readiness, and Exactness are not just attributes we strive for; "CARE" is the acronym of our daily accountability and the framework for the journey that families experience when they call upon us for all stages of their end-of-life needs. Because of this approach, we have a business founded on our most valuable assets: relationships. These special community bonds are the reason why our business continues to thrive after 140 years, and these remain the cornerstone of our marketing strategies.

We believe that relationship marketing is the key to moving market share. In funeral service, we know that it's not easy to move market share simply by printing newspaper ads, posting on social media, or even running commercials on television. As purveyors of emotional-based services, we must reach people in person in spaces that are important to them. Serving others and showing appreciation for service are key to building this trust and showing care – even in marketing efforts. With an ever-growing audience of visual learners, we are continuing to build and bolster our best assets – relationships -- and shine a light on the community that continues to bless us.

Click [here](#) to visit our Facebook page and view our PoseyCares Spotlight segments.

Click [here](#) to watch "The Blessing Show and Season Finale" to see examples of our involvement with this show.