

adfinity
endless ideas

**Fresh ideas are springing
up everywhere!**



ENDLESS IDEAS BOOK
Spring 2014

Challenge: Promote an SPCA fundraiser that Dobies Funeral Homes and his pet cremation business (Pets at Peace) was sponsoring. Tom Dobies is an avid animal activist and after his beloved best friend and grief therapy dog, Lucy, passed away, he wanted to honor her with a PetWalk to raise funds for the SPCA.

Brochure

Fetch your dog!

It's time for the **SPCA Suncoast Annual PetWalk**

JOIN US SATURDAY,
MARCH 23RD, AT 10 am

CREATE OR JOIN A PET WALK TEAM
To make a larger impact for homeless pets, create a Pet Walk team with at least five friends, family members or co-workers. Enjoy the event with the companionship of your team.

REGISTER AS AN INDIVIDUAL PARTICIPANT
Collect pledges in honor of your dog, your cat, or other favorite pet. Your \$25 registration fee plus every dollar you raise goes directly to the homeless pets in our care.

CELEBRATE WITH US ON EVENT DAY
Walk or run with your dog. Wear a photo of your cat or other favorite pet. Have a fun-filled morning honoring all of the pets in our lives. Or raise pledges and hibernate! Curl up at home. Be a "lazy dog." Take a "cat nap." We'll send you prom after the event.

Presented in honor of **Lucy Dobies**

Join us for a short walk for animals in Sims Park and around Orange Lake. This fundraiser helps us care for more than a thousand homeless pets each year. We look forward to seeing you there!

SPCA Suncoast

Ad

SPCA Suncoast Annual PetWalk

Presented by **THOMAS B. Dobies**
FUNERAL HOMES & CREMATORY

PETS AT PEACE
a division of Thomas B. Dobies Funeral Homes & Crematory

Event Festivities:

- A Walk Around Orange Lake Park
- Adoptable Pet Parade
- Best-Crossed-Carve Contest
- Carve-Agility Course
- Local Police Swat Members & K-9 Meet and Greet
- Delishious Food
- Many Wonderful Vendors
- A Planned Noise Contingency

March 23, 2013
8am - 2pm

Sims Park & Orange Lake Park,
Downtown New Port Richey

Join us for our annual PetWalk to raise money for the SPCA Suncoast. There will be prizes for each individual walker and for the top 3 fundraising teams.

For information or registration call: (727) 849-1048
Between the hours of 12pm-6pm, Wed-Sun,
or visit our website: SPCASuncoast.org



adfnity designed a pledge form, newspaper ads, a flyer, and a poster to promote the event.

Solution: **adfinity** created materials and placed ads to promote the event. It was a huge success and not only were a lot of funds raised for the SPCA, we were able to raise brand awareness for Dobies Funeral Homes and its pet cremation business.

Poster

SPCA Suncoast
SPCA Annual PetWalk
 Presented in honor of Lucy Dobies

March 23, 2013
8am - 2pm
Ski's Park & Orange Lake Park,
Downtown New Port Richey

Join us for our annual PetWalk to raise money for the SPCA Suncoast. There will be prizes for each individual walker and for the top 3 fundraising teams.

Event Festivities:
 • A Walk Around Orange Lake Park
 • Adoption Pet Parade
 • Best Dressed Canine Contest
 • Canine Agility Course
 • Local Police Sweet Member & K-9 Meet and Greet
 • Delicious Food
 • Many Wonderful Vendors
 • A Themed Photo Opportunity

For information on registering call (727) 849-1048 between the hours of: 12pm-6pm, Wed-Sun or visit our website: SPCASuncoast.org

Thomas B. Dobies
 FUNERAL HOMES & CREMATION

PETS IN PEACE
 PET CREMATION SERVICES

Flyer

SPCA Suncoast
SPCA Annual PetWalk
 Presented in honor of Lucy Dobies

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Thomas B. Dobies
 FUNERAL HOMES & CREMATION

PETS IN PEACE
 PET CREMATION SERVICES



Challenge: These clients wanted to streamline what can be a confusing process for their families — writing an obituary. What should be included, how much space is available, and what the charges are for obituary notices are the most frequently asked questions.



Rochester Cremation
4344 W. Henrietta Rd.
Rochester NY 14623

Obituary Guide

Why An Obituary?
Obituaries inform others of the passing, offer a biographical sketch of the person as well as provide a glimpse into their life. From providing basic information such as names and dates to a full outline of relationships and life events, obituaries are as varied as the person being commemorated.

Once the content of the obituary is decided, the next step is to choose to publish it in one or several mediums as well as online. Our experienced professionals will help guide you through the process and develop an obituary that is fitting to your needs and budget.

Online Obituaries
Our online services keep your family connected in 24/7 local news across the country or around the world. Family and friends can visit our website any time to view obituaries and get service information, sign online guest books and offer words of condolence.

This complimentary service easily integrates with social media sites like Facebook and Twitter to assist you with sharing your memories and information with family and friends.

Death Notices
Newspaper notices are very costly in the location we serve. Please understand that the charges associated with newspaper notices are third-party expenses and that we have no control over the cost. The costs for paper notices are already related to the amount of coverage you place in them.

Great Money Saving Option
Many families choose to have a very short, abbreviated version of the obituary in the newspaper, not add the obituary to the paper.
Read full obituary at RochesterCremation.com.
This can save 100%, over \$1,000's.

How much will it cost?
The Obituary & Chronicle charges over \$50.00 per line, per day of insertion. There are no additional charges.

Questions? Call us at (585) 359-2300 or visit RochesterCremation.com



VAY SCHLEICH & MEISON
Funeral Home & Crematory
Celebrating Life WITH DIGNITY

OBITUARY WORKSHEET

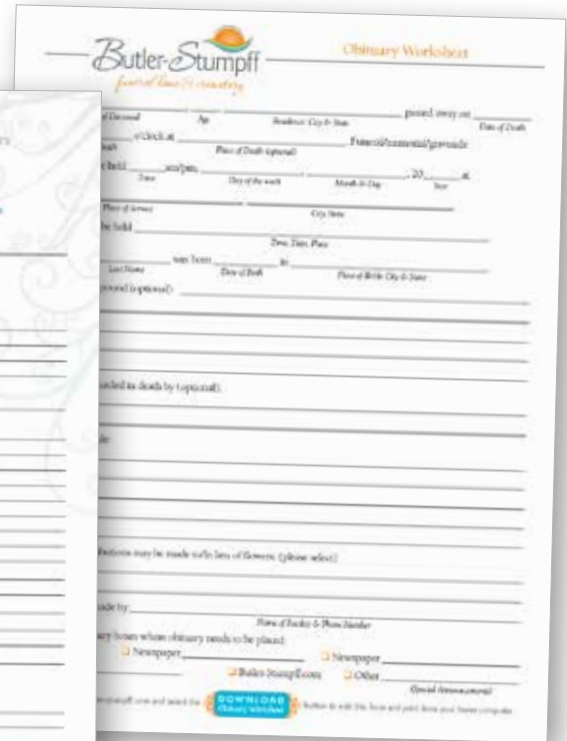
This information is required to complete an obituary in our local newspaper and on our website.

General Information
Full name of deceased (include one nickname, AKA, etc.) _____
Age of Deceased _____
Residence (City & State) _____
Would you like a photo in the obituary? Yes No
If the deceased is a Veteran, would you like a flag logo in the obituary? Yes No
What branch of service? _____ If served in war, specify _____
Employment, a few, memberships and affiliations _____

Hobbies and Interests
Surviving Relatives
Parents
Surviving Spouse or Partner
Name _____ How long have you been married? _____
Children (Please include surviving spouse) _____
Grandchildren (Please number or list names, please include surviving spouse/partner) _____
Great Grandchildren (Please number or list names) _____
Siblings (Please include surviving spouse/partner) _____

Professional Relations (An employer only immediate family members or immediate aide) _____
Memorial Contributions (Name of Society) _____
Service Details (Date, time, church, chapel or graveside service) _____
Cemetery
Newspapers & Websites
Desired in Chronicle (We include Legacy.com) _____
Out of Town (Specify) _____
Out of State (Specify) _____
Memorial Funds via Website or Facebook (include URL of charge) _____

© 2010 VSM. 1805 GARDEN DRIVE • ROCHESTER, NY 14623 (585) 359-2300
1000 W. COLLEEN, 50 FIVE WOODS, FREDON, NEW YORK 14624 | (585) 359-2300
WWW.VSMFUNERALHOME.COM



Butler-Stumpff
Funeral Home & Crematory

Obituary Worksheet

Of Deceased: Age _____ Residence: City & State _____ passed away on _____ Date of Death _____
Sex: Male Female Place of Death (optional) _____ Funeral/cremation/preference _____
Child: Name _____ Day of the week _____ Month of Day _____ 20____ A.D. _____
Place of service _____ City/Town _____
To be held _____ Time, Date, Place _____
Last Name _____ First Name _____ Date of Birth _____ Place of Birth City & State _____
Funeral (if optional): _____
Included in death by topicraft: _____
Date: _____
Relatives may be made with: list of flowers, (please select) _____
Order by: _____
Any boxes where obituary needs to be placed: Newspaper Newspaper Butler-Stumpff Events Other _____
We would love and want the **DOWNLOAD** button to add the form and print form and home computer

Solution:

We designed obituary guides and worksheets to help answer all these questions and also promote online obituaries on the funeral homes' websites.



The **worksheets** **adfinity** designed help families capture the information they would like to be included in the obituary. The **guides** take this a step further to help explain the differences between free and paid obituaries and also to promote online obituaries.



Make the most
of everything
you've got!

Challenge: "Our marketing materials look great! Can you help us with our business forms? They look terrible!"

Solution: Overhaul all the forms your families see so that they promote your brand as well as your official marketing materials.

adfinity
endless ideas

Credit Card Author

Please fill out the information below and email to
adfinity at 1-877-251-1222.

I, _____, authorize
card as payment for advertising services.

Use this credit card as payment for the following:

Check if you would like us to use this credit card

NAME OF CARDHOLDER _____
(as it appears on the card)

CARD NUMBER _____

EXPIRATION DATE _____

BILLING ADDRESS _____

PHONE NUMBER _____

SIGNATURE _____

14633 canopy d
toll-free 1-877-251-1
ad

VAY-SCHLEIC
Funeral and Co.
Celebrate

CREDIT CARD AU

I, _____ hereby
the following credit card.

Visa: MC: Disc: AmEx:

CARD NUMBER: _____

EXPIRATION DATE: _____

PHONE NUMBER: _____

NAME OF CARD HOLDER: _____

BILLING ADDRESS: _____

THIS CARD IS TO BE USED FOR

PROFESSIONAL SERVICES FOR: _____
To be used for professional services, merchandise and cash ad

Total Estimated Charges \$ _____

SIGNATURE: _____

GRECC CHAPEL
1075 LONG POND ROAD 3
ROCHESTER, NY 14626 HI
(585) 227-2700 (C
FAX (585) 225-3274 FAX

www.MeesonFamily.com

Rochester
Cremation

4044 W. Henrietta Rd
Rochester NY 14623

Credit Card Authorization

I, _____ hereby authorize Rochester Cremation to process the
following credit card.

Visa: MC: Disc: AmEx:

CARD NUMBER: _____

EXPIRATION DATE: _____ CVV2/CVC2/CID CODE: _____
(Last 3 digits on back of card (Visa, MC, Disc)
or 4 digit number on front of card (AmEx))

NAME OF CARD HOLDER: _____

BILLING ADDRESS: _____

PHONE NUMBER: _____

THIS CARD IS TO BE USED FOR THE FOLLOWING:

PROFESSIONAL SERVICES FOR: _____
To be used for professional services, merchandise and cash advance items.

Total Estimated Charges \$ _____

SIGNATURE: _____

Questions? Call us at (585) 339-2300 or visit RochesterCremation.com

One example is a credit
card authorization
form. Not only can it be
branded with your logo
and company colors, but
we can make it a PDF
form so you can type
in the information to
complete it before
printing it out.

Challenge: These clients asked us for some ideas on how to help their staff focus better on key messages.

Solution: We decided a very efficient and effective way to promote these messages and help prompt staff members to mention these items to families was to simply add them to the back of their business cards.

John Loyless, owner of Florida Mortuary, wanted to ensure these messages were discussed with each family. We added bullet points to the backs of staff business cards to help prompt them, and to prompt families to ask about these items.

Ask me about:

Our secure on-site crematory.

Our unique in-home arrangement service.

Respectfully dressing the deceased for cremation.



Thank you for your confidence in [redacted] and Cremation Services. We want to provide families with the best service possible. Would you consider posting a review of us online? In addition to providing feedback, your review can help other families learn about us and the services we provide. If you could take a minutes to leave a comment on one of these sites, we would appreciate it.

google.com/[redacted]
www.facebook.com/[redacted]
www.yelp.com/biz/[redacted]

This client wanted to begin increasing the number of online reviews for their properties. With several sites available, we added the links to each for easy reference.





ENDLESS IDEAS BOOK

Spring 2014

Learn more about these ideas *INSIDE*.



Step-by-Step Obituary Guide

What is an Obituary?

Obituaries of the passing offer a biographical sketch of the person as well as a glimpse into their life. From a obituary such as names and dates to a full outline of vicarious relationships and life stories, obituaries are as varied as the deceased.

Authorization

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Ask me about:

Our secure on-site crematory.

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Respectfully dressing the deceased for cremation.

Fetch your dog

It's time for the

JOIN US SATURDAY,
MARCH 23RD AT 10 am

SPCA SUNCOAST AREA PetWalk

Presented in honor of
Lucy Dobies

Join us for a great walk with fun animals in Suncoast Area and Orange Lake. The fundraiser helps us care for more than 1,000 animals in this special fundraiser. We look forward to seeing you there!



CREATE OR JOIN A PET WALK TEAM

To make a larger impact for homeless pets create a Pet Walk team with at least five friends, family members or co-workers. Enjoy the event with the companionship of your team.

REGISTER AS AN INDIVIDUAL PARTICIPANT

Collect pledges in honor of your dog, your cat or other favorite pet. Your 120 registration fee plus one dollar you raise goes directly to the homeless pets in our care.

CELEBRATE WITH US ON EVENT DAY

Walk or run with your dog. Show a photo of your cat or other favorite pet. Have a fun, food sampling featuring all of the pets in our care. CD case prizes and raffles! Call up or become a "Toby dog" take a "Toby mug" to be used your press after the event.



Questions? Call us at (585) 359-2300 or visit RochesterCremation.com

adfinity.net 1-877-251-1222

CALL TOLL-FREE 9:00 AM - 5:00 PM EST or visit our website any time.