



# KIP FAQs: Read Before Entering! \*

**Award 2006 Entry Form ■ Deadline for receipt of entries at ICFA office: December 8, 2006**

**2006 CALL FOR ENTRIES** There is a separate entry form for each category. Please read these FAQs and then select the correct form for your entry or entries. You may enter as many times as you like, but each entry **MUST** be on a separate form! Need more forms? You may photocopy them, download another at [www.icfa.org](http://www.icfa.org) or call the ICFA at 1.800.645.7700 and we'll fax or mail you one.

**What exactly are the KIP Awards?** The ICFA's Keeping It Personal Awards recognize innovation and excellence in personalization in the cemetery and funeral profession. The KIP Awards contest was begun in 2001 by the association's Personalization Subcommittee, chaired by Julie Burn (708.865.1600; [jburn@wilbertinc.com](mailto:jburn@wilbertinc.com)). Committee members are Stephen Bittner, David Brownworth, Slivy Edmonds Cotton, Linda Darby-Sempsrott, Lynn Illig and Andrea Vittum. Staff liaisons are Danielle Skinner, 1.800.645.7700, [dskinner@icfa.org](mailto:dskinner@icfa.org), and Susan Loving, [sloving@icfa.org](mailto:sloving@icfa.org).



*The KIP Awards display at the ICFA 2006 Convention & Exposition.*

**Who does the judging?** ICFA staff recruits a panel of independent marketing and communications professionals. One or two may have made arrangements for a family member at some point, while the others are simply intrigued by the idea of judging a contest involving cemetery and funeral products!

**Who may enter?** Any ICFA member in good standing may enter. (The Product that Personalizes category is for suppliers only.) We have received a number of joint entries. Example: A cemetery and monument supplier worked together to craft an exceptionally personalized memorial; a marketing/public relations firm and funeral home put together a seminar (event). In such cases, at least one of the entrants must be an ICFA member in good standing.

**What does it cost?** The fee is \$25 per entry.

**What are the categories?** Most Personalized Service, Best Practice/Personal Touch, Innovative Personalized Product (supplier category) and Special Event. Please check the individual entry forms for help figuring out in which category your entry fits. It's also a good idea to go to [www.icfa.org/kip.htm](http://www.icfa.org/kip.htm) and check out past winners.

**How do I enter?** There are separate entry forms for each category. Download a form at [www.icfa.org/kip.htm](http://www.icfa.org/kip.htm) or call 1.800.645.7700 and ask to have a KIP entry form faxed or mailed to you. Read the FAQs and the entire entry form carefully. Make sure you're entering the correct category and that you fill out the form completely. **Entries MUST be submitted on standard 8 1/2 x 11 sheets, secured in a report holder or loose-leaf 3-ring binder.** If you have any questions, please call or e-mail staff liaison Susan Loving ([sloving@icfa.org](mailto:sloving@icfa.org), 1.800.645.7700).

**How many times may I enter?** You may enter as many times as you like (for separate products/services, of course—this isn't a raffle ;=)). You **MUST** fill out a separate form for each entry.

**We offer 326 different personalized urns; should we submit 326 entries?**

NO! The staff liaison (who must check all entries and set everything up for the judges to look over) may submit her resignation if you do that! If you have any questions, please contact the staff liaison (Susan Loving) *before* sending in your entry.

**What do the winners get?** Winners will be recognized at the ICFA 2007 Convention & Exposition in Las Vegas, Nevada, in ICFM magazine and on the ICFA Web site. The ICFA will send out press releases about the winners to the trade press and will provide all winners with press releases they can send to their local media. The company whose entry is selected as grand prize winner will receive one free registration to the ICFA 2007 Convention & Exposition.

**\*Are there any changes in the contest I need to know about before putting together my entry?** 1. There is now only one product category, for suppliers. 2. The Magic Moments category has been renamed Best Practice/Personal Touch. 3. There is now only one events category, since all but one of last year's entries fell in the "above \$1,000" category. Judges will be asked to evaluate "bang for the buck" to level the playing field between relatively inexpensive events and big-ticket ones. **Questions? Call 1.800.645.7700 or e-mail Danielle Skiller, [dskinner@icfa.org](mailto:dskinner@icfa.org), or Susan Loving, [sloving@icfa.org](mailto:sloving@icfa.org).**

**■ Winners will be notified in February 2007 and will be asked to quickly supply high quality photos of themselves and other photos and information as requested for publication in International Cemetery & Funeral Management magazine and for inclusion in the KIP display for the ICFA 2007 Convention at the Mandalay Bay Resort & Casino in Las Vegas, Nevada, March 20-23, 2007.**

**ICFA** International Cemetery and Funeral Association  
INTERNATIONAL CEMETERY AND FUNERAL ASSOCIATION  
1.800.645.7700 [www.icfa.org](http://www.icfa.org)



(Supplier category)

# Category: Innovative Personalized Product

2006 Entry Form ■ Deadline for receipt of entries at ICFA office: **December 8, 2006**

■ **WHO: Suppliers only.**

■ **WHAT:** Product that memorializes in a personal and meaningful way. The product may be physical or virtual and may include, but is not limited to, memorials, monuments, urns, art, printed material and Web-based tributes.

■ **Please type or write legibly. ■ Please read all instructions, including the KIP FAQ sheet, BEFORE preparing your entry. ■ Entrants must be ICFA members in good standing (i.e., current on dues).**

■ **FORMS MUST BE SIGNED (item #4) and entry fee of \$25 must be enclosed.**

## 1. CONTACT INFORMATION: FILL IN THE BLANKS

Name: \_\_\_\_\_

Job title: \_\_\_\_\_

Company name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_

Zip: \_\_\_\_\_ e-mail: \_\_\_\_\_

Telephone: \_\_\_\_\_ FAX: \_\_\_\_\_

Company's Web site address: \_\_\_\_\_

2. **COVER LETTER: Tell the judges about your product in 500 words or less.** Remember, the judges are not funeral directors or ceterians (or ICFA staff); they are marketing and communications professionals who may or may not have made funeral arrangements in the past.

3. **BACK-UP MATERIAL. For example, photos or examples of the product, a brochure or testimonials from customers.** In other words, things that will help our judges understand what your product looks like, what it does for families, how families/funeral directors/ceterians have reacted to it (or what your market research shows the reaction will be) and the quality of the product. Judges have limited time to review each entry, so material that is well organized and not unduly lengthy will be favored. Some entrants send a product sample. In the case of small products this is fine; please don't send us any full-sized caskets ;=)! *If you or a fulfillment center ships a product sample separately, please include in the package the name of the company on the entry!* **All entries must be submitted on standard 8 1/2 x 11 sheets** (product samples are exempt from this requirement), with sheets placed in a 3-ring loose-leaf binder or report holder. Photos should be in photo-holder pages or taped (on the back) to pages without damaging them.

■ **Entrants acknowledge the ICFA has the right to publish and make promotional use of and to produce educational materials using their entries.** ■ Past winning entries (including honorable mentions) may not be resubmitted.

4. **SIGNATURE:** \_\_\_\_\_

5. **\$25 ENTRY FEE**     CHECK (Please make payable to ICFA)     VISA     MC     AmEx     DISCOVER

ICFA Use Only
Date Rec'd _____
Ind ID# _____
Co ID# _____ Type Pmt _____
Total\$ _____

Card number \_\_\_\_\_ Exp. Date \_\_\_\_\_

Name as it appears on card \_\_\_\_\_

Security ID code (3-digit # on back of card or 4-digit # on front of AmEx) \_\_\_\_\_

Address of cardholder (if different from above) \_\_\_\_\_

Signature \_\_\_\_\_

6. **SUBMIT ENTRY WITH PAYMENT TO:** ICFA KIP Awards, attn: Danielle Skinner; 107 Carpenter Drive, Suite 100, Sterling, VA 20164

**WINNING TIPS:** Please take care in putting your entry together. Judges do not have time to read/sift through reams of material for every entry; a succinct, well-crafted entry is best. Simply explain how your product personalizes, how it gives families a different or better way to personalize. If you include a large catalogue to show that you have many options available, that is fine; simply mention that in your cover letter. Submit similar/related items together as one entry offering personalization options. If you have any questions about putting your entry together or whether you should be submitting one or several entries, please call staff liaison Susan Loving before sending in your entry.

**Questions?** Contact Danielle Skinner, dskinner@icfa.org, 1.800.645.7700, or Susan Loving; sloving@icfa.org



The KIP Awards are sponsored by the International Cemetery and Funeral Association's Personalization Committee. Founded in 1887, the ICFA, www.icfa.org, is the only international trade association representing all segments of the cemetery, funeral and memorialization industry.



# Category: Best Practice/Personal Touch

2006 Entry Form ■ Deadline for receipt of entries at ICFA office: **December 8, 2006**

■ **WHO:** Funeral homes or cemeteries.

■ **WHAT:** A "best practice." Something you do for every family, or every family in a certain situation (examples: when the deceased is a veteran, or a baby). Note: An event such as a Christmas program is *not* a best practice, it's an event!

■ **Please type or write legibly. ■ Please read all instructions, including the KIP FAQ sheet, BEFORE preparing your entry. ■ Entrants must be ICFA members in good standing (i.e., current on dues).**

■ **FORMS MUST BE SIGNED (item #4) and entry fee of \$25 must be enclosed.**

## 1. CONTACT INFORMATION: FILL IN THE BLANKS

Name: \_\_\_\_\_

Job title: \_\_\_\_\_

Company name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_

Zip: \_\_\_\_\_ e-mail: \_\_\_\_\_

Telephone: \_\_\_\_\_ FAX: \_\_\_\_\_

Company's Web site address: \_\_\_\_\_

2. **COVER LETTER:** Tell the judges about your best practice that offers families a personal touch in 500 words or less. Remember, the judges are not funeral directors or cemeterians (or ICFA staff); they are marketing and communications professionals who may or may not have made funeral arrangements in the past.

3. **BACK-UP MATERIAL.** For example, photos, brochures and other materials, as well as testimonials/thank-yous from families. In other words, things that will help our judges understand what this best practice does for families, how families have reacted to it (or what your market research shows the reaction will be) and its quality. **All entries must be submitted on standard 8 1/2 x 11 sheets** (product samples are exempt from this requirement), with sheets placed in a 3-ring loose-leaf binder or report holder. Photos should be in photo-holder pages or taped (on the back) to pages without damaging them.

■ **Entrants acknowledge the ICFA has the right to publish and make promotional use of and to produce educational materials using their entries.** ■ Past winning entries (including honorable mentions) may not be resubmitted.

4. **SIGNATURE:** \_\_\_\_\_

5. **\$25 ENTRY FEE**  CHECK (Please make payable to ICFA)  VISA  MC  AmEx  DISCOVER

ICFA Use Only
Date Rec'd _____
Ind ID# _____
Co ID# _____ Type Pmt _____
Total\$ _____

Card number \_\_\_\_\_ Exp. Date \_\_\_\_\_

Name as it appears on card \_\_\_\_\_

Security ID code (3-digit # on back of card or 4-digit # on front of AmEx) \_\_\_\_\_

Address of cardholder (if different from above) \_\_\_\_\_

Signature \_\_\_\_\_

6. **SUBMIT ENTRY WITH PAYMENT TO:** ICFA KIP Awards, attn: Danielle Skinner; 107 Carpenter Drive, Suite 100, Sterling, VA 20164

**WINNING TIPS:** Please take care in putting your entry together. Judges do not have time to read through reams of material; a succinct, well-crafted entry is best. In fact, this category always has the shortest, simplest entries—it's all about the idea. (Check out past winners at [www.icfa.org/kip.htm](http://www.icfa.org/kip.htm).) Simply explain what you do, enclosing an example or photo(s) when appropriate. Do not use "industry jargon"—remember, the judges may know nothing at all about funeral homes and cemeteries. Explain what you do the way you would to a friend outside the business.

**Questions?** Contact Danielle Skinner,  
dskinner@icfa.org, 1.800.645.7700,  
or Susan Loving; sloving@icfa.org



The KIP Awards are sponsored by the International Cemetery and Funeral Association's Personalization Committee. Founded in 1887, the ICFA, [www.icfa.org](http://www.icfa.org), is the only international trade association representing all segments of the cemetery, funeral and memorialization industry.



# Category: Most Personalized Service (or Memorial)

2006 Entry Form ■ Deadline for receipt of entries at ICFA office: **December 8, 2006**

■ **WHO:** Funeral homes, cemeteries, suppliers. (Can be a joint effort between a funeral home/cemetery and a supplier.)

■ **WHAT:** An outstanding example of a personalized funeral for a particular individual, or a very personalized memorial. **Explain how your staff provided a particular family with a funeral service or memorialization that really told the story of their loved one's life.**

■ **Please type or write legibly. ■ Please read all instructions, including the KIP FAQ sheet, BEFORE preparing your entry. ■ Entrants must be ICFA members in good standing (i.e., current on dues).**

■ **FORMS MUST BE SIGNED (item #4) and entry fee of \$25 must be enclosed.**

## 1. CONTACT INFORMATION: FILL IN THE BLANKS

Name: \_\_\_\_\_  
 Job title: \_\_\_\_\_  
 Company name: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_  
 Zip: \_\_\_\_\_ e-mail: \_\_\_\_\_  
 Telephone: \_\_\_\_\_ FAX: \_\_\_\_\_  
 Company's Web site address: \_\_\_\_\_

2. **COVER LETTER: Tell the judges about your service or memorial in 500 words or less.** Remember, the judges are not funeral directors or cemeterians (or ICFA staff); they are marketing and communications professionals who may or may not have made funeral arrangements in the past.

3. **BACK-UP MATERIAL. For example, photos or programs from the service or of the memorial, as well as thank-yous from families.** In other words, things that will help our judges understand what you did for the family and how the family reacted to it and its quality. (Photos are necessary in the case of memorials.) **All entries must be submitted on standard 8 1/2 x 11 sheets** (product samples are exempt from this requirement), with sheets placed in a 3-ring loose-leaf binder or report holder. Photos should be in photo-holder pages or taped (on the back) to pages without damaging them.

■ **Entrants acknowledge the ICFA has the right to publish and make promotional use of and to produce educational materials using their entries. ■ Past winning entries (including honorable mentions) may not be resubmitted.**

4. **SIGNATURE:** \_\_\_\_\_

5. **\$25 ENTRY FEE**  CHECK (Please make payable to ICFA)  VISA  MC  AmEx  DISCOVER

ICFA Use Only
Date Rec'd _____
Ind ID# _____
Co ID# _____ Type Pmt _____
Total\$ _____

Card number \_\_\_\_\_ Exp. Date \_\_\_\_\_  
 Name as it appears on card \_\_\_\_\_  
 Security ID code (3-digit # on back of card or 4-digit # on front of AmEx) \_\_\_\_\_  
 Address of cardholder (if different from above) \_\_\_\_\_

**Signature** \_\_\_\_\_

6. **SUBMIT ENTRY WITH PAYMENT TO:** ICFA KIP Awards, attn: Danielle Skinner; 107 Carpenter Drive, Suite 100, Sterling, VA 20164

**WINNING TIPS:** Photos and materials such as CD-ROMS may be included but are not necessary. (If the entry involves a memorial, a photo *should* be included.) A succinct, well-crafted entry is best, but do explain in detail how the service or memorial was personalized. Explain what you did and why. Do not use "industry jargon"—remember, the judges may know nothing at all about funeral homes and cemeteries. Explain what you did and why it was special and/or involved "going the extra mile" the way you would to a friend outside the business who may not know how things are usually done.

**Questions?** Contact Danielle Skinner, dskinner@icfa.org, 1.800.645.7700, or Susan Loving; sloving@icfa.org



The KIP Awards are sponsored by the International Cemetery and Funeral Association's Personalization Committee. Founded in 1887, the ICFA, www.icfa.org, is the only international trade association representing all segments of the cemetery, funeral and memorialization industry.



# Category: Event

2006 Entry Form ■ Deadline for receipt of entries at ICFA office: **December 8, 2006**

■ **WHO: Funeral homes or cemeteries.**

■ **WHAT:** For the most personal and creative workshop, seminar or holiday event sponsored by your cemetery or funeral home from December 1, 2005, to November 30, 2006. The event must include the participation of your clients and/or the general public. Such events may include, but aren't limited to, themes that are educational, commemorative, charitable, celebratory, financial or psychological in nature.

■ **Please type or write legibly. ■ Please read all instructions, including the KIP FAQ sheet, BEFORE preparing your entry. ■ Entrants must be ICFA members in good standing (i.e., current on dues).**

■ **FORMS MUST BE SIGNED (item #6) and entry fee of \$25 must be enclosed.**

**1. CONTACT INFORMATION: FILL IN THE BLANKS**

Name: \_\_\_\_\_  
 Job title: \_\_\_\_\_  
 Company name: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_  
 Zip: \_\_\_\_\_ e-mail: \_\_\_\_\_  
 Telephone: \_\_\_\_\_ FAX: \_\_\_\_\_  
 Company's Web site address: \_\_\_\_\_

**2. COVER LETTER: Tell the judges about your event in 500 words or less.** Remember, the judges are not funeral directors or cemeterians (or ICFA staff); they are marketing and communications professionals who may or may not have had dealings with a funeral home or cemetery in the past.

**3. FILL IN THE BLANK: Approximate cost of putting on the event/workshop:** \_\_\_\_\_

**4. FILL IN THE BLANK: How many people—not including staff—attended? (Approximately)** \_\_\_\_\_

**5. BACK-UP MATERIAL.** For example, advertising for the event, the event program, hand-outs given out at the event, photos of the event, newspaper articles covering the event and thank-yous from participants. **Also include advice you would give to someone planning a similar event. All entries must be submitted on standard 8 1/2 x 11 sheets** (product samples are exempt from this requirement), with sheets placed in a 3-ring loose-leaf binder or report holder. Photos should be in photo-holder pages or taped (on the back) to pages without damaging them.

■ **Entrants acknowledge the ICFA has the right to publish and make promotional use of and to produce educational materials using their entries.** ■ Past winning entries (including honorable mentions) may not be resubmitted.

**6. SIGNATURE:** \_\_\_\_\_

**7. \$25 ENTRY FEE**  CHECK (Please make payable to ICFA)  VISA  MC  AmEx  DISCOVER

ICFA Use Only
Date Rec'd _____
Ind ID# _____
Co ID# _____ Type Pmt _____
Total\$ _____

Card number \_\_\_\_\_ Exp. Date \_\_\_\_\_  
 Name as it appears on card \_\_\_\_\_  
 Security ID code (3-digit # on back of card or 4-digit # on front of AmEx) \_\_\_\_\_  
 Address of cardholder (if different from above) \_\_\_\_\_

\_\_\_\_\_  
**Signature**

**6. SUBMIT ENTRY WITH PAYMENT TO:** ICFA KIP Awards, attn: Danielle Skinner; 107 Carpenter Drive, Suite 100, Sterling, VA 20164

**WINNING TIPS:** Please take care in putting your entry together. Explain why you held this particular event, what was involved in planning and carrying it out and how it was received. Photos, hand-outs, advertising and/or invitations, media coverage and thank-yous are particularly good to submit in this category.

