



Guidelines for NHFA Publications

Updated 5-31-15

Printed Materials Style Guide

Email Announcement Submissions

Website Submissions

“Get Assistance” Directories

Printed Materials Style Guide

To maintain a consistent and professional look, we strive to have our printed materials conform to the following stylistic format.

- Page margins .75" (instead of 1" to save more space)
- Logo approximately 1.5 inches at top of document, centered over headline
- Type face = Palatino, 11 pt
- Leading = 1.15 multiple line spacing (equivalent to 16 pt)
- Headline = 24' ...36' bold, Oracle, Optima (or substitute), centered (this is flexible and will depend on each document)
- Subheads = 14' ... 18' bold, Oracle, Optima (or substitute), left
- Captions = Palatino, 10 pt, italic, centered
- Images = centered
- Bullets = indented .5"

Email Announcement Submissions

General Information

Announcements are sent out to the membership using an online email marketing system. (As of 5-25-15 the NHFA uses the free version of MailChimp.com.) The email announcements are for events that NHFA hosts such as monthly member conference calls, legislative conference calls, webinars/webcasts, general news, bi-annual conferences, etc.

Guidelines for Submission

Send an email to nhfa.web@gmail.com with the information about the event

- Title
- Topic
- When

- What time (include all time zones)
- Instructions for how to attend (call in number, or web page)
- Why would the member want to attend?
- Links to pertinent websites (i.e. organization or business of the speaker)
- Approved images if relevant (i.e. speaker or logo)
- Contact info if the member has questions

Protocol

A board member submits the request to nhfa.web@gmail.com two weeks before the event. The request is approved by the PR committee for scheduling (i.e. if there are already some other emails planned to go out, we don't want to overwhelm member inboxes). Then it is edited and formatted by the PR committee. A draft is created as an email, and a test copy of that email is sent back to the original submitter. Once approved, the email is sent out to the member database approximately 10 days to one week before the event occurs, along with appropriate Facebook, Twitter, and other social media amplification.

Website Submissions

General Information

Members may submit items they would like to see included on the NHFA website. This can include information about themselves or events they are hosting, or articles and resources to share with other NHFA members. To submit information to be included on the web site, please send to nhfa.web@gmail.com. We reserve the right to edit any information sent to us for style, consistency, and appropriate content.

Guidelines for Website Submission for Workshops under Events

The NHFA provides a free advertising service on our [Workshops page](#), located under the Events tab. If you are an NHFA member and wish to have an event included, email your information to nhfa.web@gmail.com.

- Date/s and time/s of event (from – to)
- Location of event
- Title of event
- Link to a website listing the event
- Contact person (name, email, telephone number)

Guidelines for Website Submissions of Stories

- Content providers are encouraged to write their own story, but will be assisted by request.
- Submissions must be concise, well written, and home funeral-related.
- Stories and articles that appeal to a diverse audience.
- Submissions cannot be an advertising pitch to promote a product or service.
- We reserve the right to edit or shorten material if necessary.
- We reserve the right to select items that best fit our schedule.
- Interviews can be presented in various ways: written, audio, or video.

- Video casts, pod casts, webinars can also be used to tell stories.
- Links to videos that relate the experiences and the lessons learned by someone actively engaged in home funeral
- Includes a brief introductory paragraph inviting the reader to listen or watch – about 250-500 words long.

Stylistic Formatting

- Spell out the *first instance* of all acronyms (afterwards the acronym itself is sufficient), e.g. National Home Funeral Alliance (NHFA)
- Spell out numbers one through ninety-nine, unless these refer to percentages (e.g., “fifteen countries,” but “15 percent”).
- Include first and last names with first mention of proper names (e.g., "Clara Barton," but later, "Barton...")
- Use “United States” rather than “US” or U.S. in the case of the noun; “U.S.” is employed as an adjective, as in “U.S. policy.”
- Each author is required to head her or his submission with name, affiliation and email address.

Author Bio and Picture to Accompany Submission

- Provide a short bio of approximately 150 words or less. If you want to include your email and/or web address, that would be fine.
- Provide a picture of yourself with your bio and submission. The picture criteria are as follows:
- The picture should be square so that it can be adjusted.
- Send color pictures in .jpg format
- The dots per inch (dpi) should be at least 150, preferably 300 dpi.
- If you have a photograph that relates well to the content of your submission, we encourage you to submit that as well for our review. We will let you know if we will plan to use it in the newsletter.

Guidelines for Website Submissions for “Get Assistance” directories

If you are an NHFA member and wish to be listed on a [Get Assistance directory](#) in any of the following categories, email your information to nhfa.web@gmail.com.

- Find a Speaker
- Find a Workshop or Training
- Find a Home Funeral Guide
- Find a End-of-Life Transition Guide
- Find a Celebrant
- Find a Home-friendly Funeral Director
- Find a Community Care Group

We reserve the right to edit the information sent to us for consistency, accuracy and style. You must be a member to be listed, and please make sure you feel fully qualified for the directory you choose. We are a volunteer organization and strive to get your information published as quickly as possible.

Following is the information we need for each of the directories:

Speaker

- Name
- City/State
- Business Name in Italics
- Telephone
- Email
- Web site
- Description (this is where the titles such as Life-Cycle Celebrant appear)
- Photo

- Web site
- Photo

Celebrant

- Name
- City/State
- Business Name in italics
- Telephone
- Email
- Web site
- Description (this is where the titles such as Life-Cycle Celebrant appear)
- Photo

Workshop or Training (listed alphabetically by business name)

- Business Name
- Descriptor of training: Intensive, Seminar, Workshop
- Web site
- Name
- Telephone
- Email
- City/State
- Description
- Photo

**Home Funeral-Friendly (licensed)
Funeral Director**

- Business Name in bold
- City/State
- Name
- Telephone
- Email
- Website
- Description that states specifically how they assist families in caring for their own
- Photo (if several people are included in this listing, we prefer one group shot rather than individual mug shots)

Home Funeral Guide

- Name
- City/State
- Business Name in italics
- Telephone
- Email
- Website
- Photo

Community Care Group

- Name of organization
- City/State
- Name of contact person
- Email
- Website
- Telephone
- Description
- Logo of organization

Transition Guide

- Name
- City/State
- Business Name in Italics
- Telephone
- Email

