

From: Selected Educational Trust  
Subject: Trust Updates - October 2020 Issue  
Date: October 1, 2020 at 5:18 PM



**TRUST UPDATES**

To provide the best educational opportunities for the advancement and support of all who work within and for the independent funeral service profession.

October 2020

**Celebrate the Trust!**  
BUILDING FOUNDATIONS FOR LIFELONG LEARNING

*Matching Gift Challenge*

**Double Your Donation, Double Your Impact on Lifelong Learning Opportunities for Funeral Service Professionals!**

Our generous Celebrate Sponsors, shown below, have committed donations totaling **\$50,000** in support of the Selected Educational Trust as a replacement for this year's Annual Meeting Welcome Celebration Dinner.

They now challenge **You** to **Match** their total giving between now and December 31, 2020.

**Celebrate the Trust** with a gift today!  
Visit [selectedtrust.org/donate-now](https://selectedtrust.org/donate-now)

**GOLD-LEVEL SPONSORS**

- Batesville
- Johnson Consulting Group
- The Davis Whitehall Co. Handcrafted Memories

**SILVER-LEVEL SPONSOR**

The Davis Whitehall Co. Handcrafted Memories

**BRONZE-LEVEL SPONSORS**

- CJ Financial, LLC
- Cremation Recycling Get the Pieces. Ready for Reassembly.
- Kelco
- Matthews Aurora FUNERAL SOLUTIONS
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**COPPER-LEVEL SPONSORS**



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-DONATE NOW-----

**Double Your Impact  
on Lifelong Learning.  
[Click here to Donate!](#)**

Supporting the Trust is an investment in the future of independent funeral service and lifelong learning.  
[View Our Giving Levels!](#)

Contributions are tax deductible

The Selected Educational Trust wishes to thank our Celebrate the Trust Sponsors who have pledged a total of \$50,000 in support of the Trust and are challenging you to meet that goal. Every gift donated to the Trust from now until 12/31/2020 will be matched up to \$50,000! Please donate now and support lifelong learning for the independent funeral service profession.

-QUICK LINKS-----

**Gold Level**

[Batesville](#)  
[Johnson Consulting Group](#)

**Silver Level**

[Davis WhiteHall Co.](#)

**Bronze Level**

[C&J Financial](#)  
[Cremation Recycling](#)  
[Kelco](#)  
[Matthews Aurora](#)  
[Precoa](#)  
[Ring Ring Marketing](#)

**Copper Level**

[Aftercare.com](#)  
[Everdays](#)  
[Facultatieve Technologies](#)  
[Full-Circle Aftercare](#)  
[Funeral Innovations](#)  
[Inman Shipping Worldwide](#)  
[The Kilpatrick Group](#)  
[Live Oak Bank](#)

- Our Website: [www.selectedtrust.org](http://www.selectedtrust.org)
- Email us at [info@selectedtrust.org](mailto:info@selectedtrust.org)
- Call us at 888-708-7878 or 847-236-0150
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**New**  
**Institute Course**  
**Register Now!**



The second course in the educational series, *Funeral Service Excellence*, is now open for [registration](#). This new course, ***Being A Successful Professional***, offers effective instruction on both work and interpersonal skills to elevate each funeral service practitioner to the next level of being an excellent customer service provider. These essential skills demonstrate the difference between doing a good job and doing a great job. Join instructor, ***Leili McMurrrough***, Program Director of [Worsham College of Mortuary Science](#), as she guides you to become the most successful funeral service professional you can be. (CE units available.) [Classes](#) start November 3rd!

And back by popular demand, ***Making Best Impressions***, the first online course in this same educational series, is being offered once again. If you missed taking this phenomenal course which sold out in August, here's your chance to capture these extraordinary tips on communicating and working with families. [Registration is now open](#).

- **Selected Member** Course Fee - \$245 (Contact [Leslie](#) for your Member Course Code.)
- **Non-member** Fee -\$345
- **2020 Mortuary Science Student Graduate?** Take the course for free! [Click here](#) to see this special offer. Contact [Leslie](#) for more information and your free class code.

*"Not since those early days has there been this type of comprehensive course to help educate Funeral Service Professionals."* Lisa Baue, Baue Family Charitable Fund, St. Charles, MO

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**-DONATIONS-----**

The Educational Trust welcomes

**Pines Funerals of North Carolina**

as the newest member of the prestigious

***PYRAMID BUILDERS SOCIETY***

Meet the members of the Trust's ***Pyramid Builders Society*** who have made a major commitment in support of Trust Programs...

**The Baue Family**

Baue Funeral Homes, Crematory and Cemetery,  
St. Charles, MO

**Charles M. Billow**

The Billow Funeral Homes and Crematory, Akron, OH

**Kimberly Farris-Luke**

Farris Funeral Service, Inc., Abingdon, VA

**Mark T. Higgins**

Durham, NC

**David H. Moore**

Hogan-Bremer-Moore Colonial Chapel  
Mason City, IA

**James M. Shure**

Robert E. Shure & Son, Funeral Home,  
New Haven, CT

**Paul C. St. Pierre**

Wilson St. Pierre Funeral Service & Crematory, Indianapolis, IN

**Eric and Barbara Trimble**

Trimble Funeral Home, & Crematory,  
Moline, IL



**-USE ROUNDUP-**

RoundUp is a mobile app that allows you to [donate](#)



**TRIBUTES---**

Honor or memorialize the memory of a loved



that allows you to [convert your spare change](#) to the Future of Independent Funeral Service. Join our current RoundUp Donors who support the Trust every time they use a credit or debit card and "round up" their purchase by just pennies to the next dollar amount.



memory of a loved one by [making a gift](#) in their name to support the work of the Trust. Your gift will be recognized and a notification of your generosity will be sent out at your request.



## ***Your Business Can Benefit the Trust!***

[ASD \(Answering Service for Directors\)](#) has generously offered to contribute \$200 for every Selected firm that enrolls in their free 8-week trial. Whether or not you choose to purchase or lease ASD services, the Trust will still benefit from your participation. For more information, contact [Kevin Czachor](#) at ASD.



## ***Fall Scholarship Deadline: October 31!***

Thanks to the generosity of [Ring Ring Marketing](#), the Selected Educational Trust will award two \$1,500 scholarships this Fall to qualified applicants of the *Second-Career Scholarship Program*. Only students currently pursuing Mortuary Science as a second-career may apply. To access the online application [click here!](#)

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[Selected Educational Trust](#)  
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