

# GET ON THE MAP with the Natural End Pledge

## THE NATURAL END™ FUNERAL SERVICE PROVIDER NETWORK

The Natural End™ Funeral Service Provider Network is a **free** online service sponsored by the Natural Burial Company and other supporters of natural end-of-life (EOL) products and services. Natural End™ EOL providers pledge to offer listed services to the public, and support access to natural alternatives.

**Signers are included on the search-engine friendly "Natural End Map" at [www.naturalend.com](http://www.naturalend.com)**

**You do not have to carry ANY particular company's products to be listed, nor do you have to be a member of any group.**

By signing this form, you're agreeing to offer the basic natural funeral services described for your category. In return, the name and contact info for your business are listed for free on the Natural End™ website with the Natural End™ logo, along with a link to your site. Additional information included for a small fee. (contact us for more information) Current list members may use the logo on their websites and in advertising materials that mention their companies. PLEASE FILL OUT, SIGN AND RETURN FOR A FREE NATURAL END™ LISTING:

**Category** - (check all that apply) (PLEASE DO NOT ADD CATEGORIES- contact us to suggest one)

\_\_\_\_\_ **Funeral Director**

\_\_\_\_\_ **Mortuary Services Provider (licensed embalmer)**

\_\_\_\_\_ **Family-Directed Funeral Assistant/Home Funeral Guide**

\_\_\_\_\_ **Cemetery Services, Human**

\_\_\_\_\_ **Cemetery Services, Pet**

### PLEDGEE DETAILS:

Group/Business Name: \_\_\_\_\_

Contact: \_\_\_\_\_ E-mail address: \_\_\_\_\_

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

City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Website: \_\_\_\_\_

State Licensed Facility? \_\_\_\_yes \_\_\_\_ no Licensing of position required in your state? \_\_\_\_yes \_\_\_\_ no

Licensed by: \_\_\_\_\_

**WANT EXTRA EXPOSURE?** A basic listing is free; Cemeteries are listed in the "Where to Go" section, and Funeral Service Providers are listed under "Who to Call". An "Expanded Listing" is available and includes additional text about your firm, photos, and links to key parts of your website. The set-up fee for the expanded listing is \$75.00, with a \$25.00 annual renewal fee (that we try to remember to send out annually ☺) – we'll also add you to our Facebook page and include you in some social media.

### Want to stay in the loop?

**Please return signed form and any additional materials to:**

**Natural Burial Company; Natural End Directory; PO Box 2026; Eugene, Oregon – 97402**

**More Questions? e-mail us at [info@naturalend.com](mailto:info@naturalend.com)**

See REVERSE for PLEDGE & SIGNATURE

## PLEDGE AREA BEGINS - SIGN AT BOTTOM and RETURN

The signer represents the business or person named above and agrees to abide by these principles.

### Funeral Directors (not cemeteries) agree to, at minimum:

- **accept** caskets purchased elsewhere by the family (as per FTC Federal law)
- **include** natural funeral options in the General Price List
- **promote** biodegradable coffins and urns for purchase (display and make available)
- **assist** the family in locating an OBC-free or direct earth-contact burial site
- **comply** with mortuary service provider requirements below if offering embalming

### Mortuary service providers (may include Funeral Directors who embalm) agree to, at minimum:

- provide low and/or non-toxic embalming options if requested \_\_\_\_\_
- offer natural funeral services, including public viewings, **without** embalming (unless prohibited by State Law; if prohibited BY LAW in your State, initial here \_\_\_\_\_, State Statute # \_\_\_\_\_)

### Cemeteries agree to, at minimum:

- offer vault/OBC-free burials and shroud burials with no coffin/casket required in *either* a dedicated section OR throughout the cemetery (*the latter is strongly encouraged!*) Shroud burial policy may require a carrier for logistical purposes.
- implement resource-use reduction & habitat enhancement in the cemetery

### Family Directed Funeral Assistants and Home Funeral Guides, at minimum:

- support the family in identifying and utilizing natural options as described for funeral service providers above, including products and services
- ensure that the family member who has legal responsibility, and is acting as, or in-lieu-of, a funeral director *stays in charge of the process at all times*
- be informed of all applicable funeral-related laws and regulations and fulfill all legal requirements

***All signers agree to familiarize themselves and comply with FTC Green Guides recommendations available at the FTC.gov website***

### NOT REQUIRED BUT SUGGESTED: In addition, many Natural End™ network affiliates may also:

- assist with interstate transport of unembalmed bodies when needed
- work to operate an increasingly resource and energy-efficient business facility
- practice toxic-use reduction throughout the business (chemicals, embalming fluids, etc.)
- network with other natural funeral service providers and co-develop best-practices
- facilitate family-directed funerals at home
- develop your own natural specialties (and advertise them on the Map!)

*I agree that the management and staff of our funeral service business will, at minimum, support the basic principles of natural funeral service provision as described herein. In the event that our business terminates the Pledge, we will notify Natural End™ via the website and remove Natural End™ logos from our websites and other materials. We take full responsibility for verifying the accuracy of any information on the Natural End™ website and accept the terms and conditions posted there.*

Date: \_\_\_\_\_

Authorized representative Position/Title \_\_\_\_\_

**FYI - How is the Natural End pledge created?** The Natural End pledge is compiled from documents and practices used primarily in the US, the UK and elsewhere by providers that support natural choices at the end of life. **The agreement provides a baseline for minimum natural options families seeking the service are likely to expect; many providers offer more.** Periodically we update the Pledge. We'll contact you at your e-mail address if we've made significant changes, and you'll have an opportunity to review them. We welcome your feedback, and hope you'll find this service helpful.

*\* There is no state law that we're aware of that prohibits public viewing of unembalmed bodies. Please contact Natural End if we're in error here! Thanks!*