



New Member Recruitment

- OGR members belong to an exclusive association of **leading independent funeral homes** where professionals gather often to discover best-practice solutions to tough business and service challenges.
- OGR members have FREE access to powerful funeral-home management tools such as the widely used **Family Contact Program** that allows members to collect valuable client feedback.
- Through the **funeral supplier group, GSG**, members benefit from the funeral industries' most generous supplier product and service discounts, unavailable anywhere else. Participation as a buyer with one supplier can even help get your dues paid!
- Through a host of quality and value packed **educational opportunities**, such as conferences, seminars, interactive audio presentations and online conversations, members grow their funeral-service skills, knowledge and professional network.
- The value most often shared among OGR members is that of **"connection"** to each other as independent funeral home directors and owners who are vested in their profession, their service, and their community.
- **Information you can trust.** OGR's flagship magazine, *The Independent*®, publishes opinion and commentary on what is happening in the funeral industry, articles that can help you make a difference and member profiles with OGR news and resources. The *Resource Guide* published annually helps you stay in touch with your OGR network; including shipping rates and more. Interactive connections with members incorporate online communications tools such as *E-facts*, All Member Email and Social Networking.
- **Standards of Ethical Conduct** foster Commitment to Exceptional Care. You join a distinguished community of like-minded professionals who share your passion for quality care and service to families, and who adhere to OGR Standards of Ethical Conduct.
- **Access information and services with the click of a mouse** at www.ogr.org. Favorite features are the Member Roster/Funeral Home Search and All Member E-mail. Our consumer site at www.golden-rule.com helps the public locate a nearby Golden Rule firm, and offers helpful information.
- **Member Care.** Unsurpassed, personal service sets OGR apart. Our staff is accessible, knowledgeable and ready to help with efficient and supportive service to our members. You can expect the best Member Care from OGR.
- **Scholarships** in support of mortuary science students.