

International Order of the Golden Rule

A New Direction in Membership

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OGR Membership Standards
Task Force



Membership Standards Task Force

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- Michael Butler
- Chris Janowiak
- Tod Langeland
- Chris Miller
- John Wenig
- Robin Williams
- Jeffrey Wages, Board Liaison

OGR's Mission

Making independent
funeral homes exceptional



Why Change?

- Based on a legal opinion from our attorney, exclusivity that results in specific geographic boundaries may be a violation of federal antitrust laws. We have asked for clarification and a ruling from the FTC.
- Only 17% of members currently meet OGR's requirements for geographic exclusivity.
- Membership has continued to decline for 15 years...an indication that geographic exclusivity is not a compelling value.

A Better Direction

- Exclusivity based on merit is a value and not a map.
- Exclusivity based on merit allows members to communicate the standards that set them apart from their local competition.
- Exclusivity based on merit is consistent with OGR's mission.

OGR Standards

- The funeral home meets or exceeds all federal, state, and local laws and regulations related to operating a funeral home.
- The funeral home demonstrates a commitment to professional certification and life-long learning.
- The deceased is treated with the utmost care and respect.
- The funeral home demonstrates adherence to the Golden Rule in dealing with and caring for client families.

OGR Standards

- Funeral directors are active members of the community and build strong community relations as evidence.
- Funeral home facilities are clean, up-to-date, and in keeping with the standards and culture of the local community.
- The funeral home demonstrates a commitment to the highest standards of ethics and business practices.

OGR Standards

- Funeral homes will demonstrate the basic use and show the capability of the advanced use of technology.
- The funeral home treats employees and staff in accordance with the Golden Rule.
- The funeral home is appropriately involved in advocacy and political action relevant to its business practices and standards.

New Model: Two Levels of Membership

- Basic level: open to all independent funeral homes.
 - Purpose: bring all funeral homes in compliance with standards of excellence
- Excellent level: exclusively reserved for those funeral homes who meet OGR's standards of excellence

Benefits of Membership

- Basic level
 - Receive OGR communications
 - Discounts on OGR products and services
 - Educational programs designed to assist basic members in meeting OGR standards of excellence
- Level of Excellence
 - Right to use OGR's brand of excellence
 - Receive programs and services reserved for quality brand
 - Placed on OGR's preferred national referral list
 - Right to vote and hold office