



## What's Trending?

### SOPs When Members Pass Away

The job of membership relations and club communications can be tricky to navigate, especially during times of bereavement. Members passing away is something we are all challenged to acknowledge with sensitivity and respect to ensure the comfort of their loved ones. Recent conversations within our network of club professionals have highlighted some industry standards and some creative ideas.

Below are some important questions you might ask yourself along with some suggestions to consider:

**How will we received the information?** One interesting suggestion is to create a request for bereavement form to maintain consistency and eliminate errors.

**What communication channel(s) will we use to circulate the information?** Onsite memorial cards are a favorite and offering the option of opting-in to receive memorial email notices has been a well-received modification an all member email blast.

**What is the information that will be communicated?** The standard seems to be including a photo, the obituary and service information.

**What is the club commitment?** Handwritten cards, the option to have something in memory at the club, and lowering the club flag have all been well-received acknowledgments.

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