



**THE NATURAL END™ FUNERAL SERVICE PROVIDER NETWORK**  
**2011 Pledge Agreement**  
**www.naturalend.com**

The Natural End™ Funeral Service Provider Network is a **free** online service sponsored by supporters of natural end-of-life options. The network features funeral service providers who pledge to offer basic natural funeral services to the public, supporting the transition to more sustainable alternatives. **Pledge signers are included on the search-engine friendly "Natural End Map".**

**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. 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 - (circle all that apply - PLEASE **DO NOT ADD ANY CATEGORIES!!!** - contact us to suggest one)

- Funeral Service Provider    Mortuary    Cemetery Services    Crematory**  
**Family Directed Funeral Assistant    Pet Cemetery    Product Supplier**

Primary Service Provider/Cemetery Name: \_\_\_\_\_

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

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

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

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

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

**SIGNED PLEDGE - 2011-2012**

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

**Funeral Service Providers agree to, at minimum:**

- \* accommodate caskets purchased elsewhere by the family (FTC Federal law)
- \* include natural funeral options in the GPL (if GPL required)
- \* promote biodegradable coffins and urns for purchase
- \* assist the family in locating an OBC-free or full earth-contact burial site
- \* comply with mortuary service provider requirements if applicable

**Mortuary service providers (may include Funeral Directors) agree to, at minimum:**

- \* offer natural funeral services, including public viewings, without embalming (unless prohibited by state-law - if this is prohibited BY LAW in your state, please initial here \_\_\_\_)
- \* provide low and/or non-toxic embalming options if requested

**Cemeteries agree to, at minimum:**

- \* offer vault/OBC-free or full-body-contact earth burials in **either** new or existing sections
- \* begin to implement resource-use reduction on the grounds they manage (sustainable cemetery management)

**Family Directed Funeral Assistants and Guides, at minimum:**

- ❖ support the family in identifying and utilizing natural options as described for funeral service providers above
- ❖ ensure that the family's named "funeral director" is in charge of the process at all times

**All signers agree to familiarize themselves and comply with FTC Green Guides recommendations**

**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 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 their own natural specialties, described in their "Additional Features" section

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 above. In the event that our business terminates the Pledge, we will notify Natural End™ staff via the website and remove Natural End™ logos from our websites. 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 and the UK 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.** Each year during our annual renewal period, we will contact you at the e-mail address you list here to refresh your pledge. If we have made changes, you'll have an opportunity to review them at that time. We welcome your feedback, and hope that you'll find this service useful. Please consult the FAQ page on the Natural End website for further information.

**PLEASE CONSIDER A SPONSORED LISTING - \$75.00 one-time set-up; \$25.00 renewal**

Get an expanded description of your services and offerings for a one-time fee of \$75.00, based on an interview with Natural End staff and your own written materials. This is renewable for \$25.00 each year **(the basic listing remains free)** **The Extended Listing is a great way to let people know your most notable natural services, rather than hope they'll find them on your website.**

**Here are some ideas for the 'extras' that you might perform and list in your expanded section:**

- Allow families to participate with the body of the deceased at your facility
- Have a particular religious/ethnic or spiritual specialization
- Offer humanist or celebrant services in alternative community venues
- Highlight your "green" features - workshops, tours, photos

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**Please return signed form and additional materials to:  
Natural End, Inc. PO Box 11723 Eugene, Oregon -- 97440  
Questions? e-mail us at [info@naturalend.com](mailto:info@naturalend.com)**

Natural End is a non-profit educational and charitable organization registered in the state of Oregon with a 501c.3 fiscal sponsor. These payments to Natural End are standard business marketing expenses. We appreciate your support.