

The “New” CFDA | A Hybrid Organization Model



	Trade Association	Professional Association	Hybrid Model
MEMBER TYPES	Establishment Members. Business members such as funeral establishments, crematories, cemeteries, etc.	Professional Members. Funeral directors, embalmers, cremationists, preneed counselors, owners, location managers.	Business Members. Colorado business that provides funeral care services to the public.
CRITERIA	A business that provides funeral goods and services to the public. Registered with DORA as funeral establishment or crematory.	Individuals employed by a Colorado business that provides funeral care services. Pledge to uphold laws and code of ethics.	Colorado funeral establishment, cemetery, crematory, care center, transport company or other Colorado business that provides funeral care services to the public. Business Member must employ at least 1 Professional Member to qualify.
MEMBER DUES	Dues is based on tiers by cumulative case volume for establishment and branches. Varies from \$155 for small firm to \$5,000+.	\$120 Professional Member. Possibly reduced rates for students, interns, and retired practitioners.	\$200 Business Member. Fee applies to 1 location, branch or business entity.
BENEFITS	Online directory listing. Email bulletin. Use CFDA logo on business materials. Free classified ads and job listings. Employees receive free and discounted registration fees.	Discounted registration fees. Email bulletin. Special Interest Groups (optional). Subscription services through personal access to website.	Online directory listing. Email bulletin. Use CFDA logo on business materials. Free classified ads and job listings.
AFFILIATION	NFDA membership is required with Partnership affiliation.	NFDA membership is optional with Choice affiliation.	NFDA membership is optional with Choice affiliation.
VOTING RIGHTS	3 votes per Establishment Member firm.	1 vote for Professional Member. Online voting.	
PARTICIPATION	Employees can serve in leadership roles, committees and task forces.	Individual members can serve in leadership roles, committees and task forces.	
LEADERSHIP COMPOSITION	7-person Board of Directors who are employed by a CFDA+NFDA Establishment Member firm.	Board Members consist of Professional Members from various practice areas.	

OTHER CATEGORIES	<p>Allied/Supporting Members – Vendors that provide products or services for Establishment Members. Dues is \$250 per year. Online directory listing. Email bulletin. Discount on Convention exhibit space and other events.</p> <p>Advocate – Individuals and businesses that support the association that do not qualify for membership, such as those who work or operate outside of Colorado.</p>
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PRO: Income distribution generated from 200 individual memberships (\$120) is comparable to dues collected from 60 funeral homes currently (less financial burden on the small firms).

PRO: Costs to funeral home are substantially less – even if the business pays for location and individual memberships.

PRO: Individual membership emphasizes personal investment in the practice of funeral service.

PRO: Recognizes a multitude of individuals who work across the funeral service industry, including office staff, transport companies, interns.

PRO: May enhance regulatory standing by identifying the breadth of the funeral care practitioners within the State of Colorado.

PRO: With potentially more individuals to join CFDA, the pool of leadership candidates will also expand.

CON: Will individuals “buy in” to the concept?

CON: May create confusion with CFSB certification and loss of certification revenue and credentials.

CON: Voting rights may allow for monopoly if too many individuals are employed by the same organization.

CON: Individuals who have been disciplined in other states may apply for membership.