Catholic Cemeteries and
Funeral Services of the West

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Gilbert, AZ 85295

CCFW Supplier Partner Content Guidelines

Overview

We value the expertise and innovation our supplier partners bring to the cemetery and funeral profession. Our goal is to highlight content that is **helpful, relevant, and meaningful** to our members.

Newsletter & Feature Opportunities

Partner Spotlight (Newsletter Feature)

- Supplier partners may be featured **once per calendar year** in the CCFW monthly newsletter.
- Features are designed to highlight your work in a way that is **informational and relevant**, not promotional.
- Content may include:
    - Industry involvement or community engagement
    - Innovations or trends you're seeing
    - How your work supports cemeteries and funeral homes

👉 Think: *insight and value*, not advertising.

Educational Articles (Ongoing Opportunity)

Supplier partners are welcome to submit **educational content at any time** for consideration.

We are looking for content that:

- Helps our members do their jobs better
- Addresses real challenges in the field

- Shares practical insights, trends, or lessons learned

Content Guidelines

- Recommended length: **500–1,200 words** (flexible if the content is strong)
- Tone: **Professional, practical, and easy to read**
- Focus: **Educational and informative**

Strong examples include:

- “What cemeteries are seeing right now with…”
- “3 ways to improve…”
- “Lessons learned from…”
- “Trends impacting cemetery operations in 2026”

What to avoid:

- Sales pitches or product promotions
- Overly branded or self-promotional language
- “About our company” style content

👉 A good rule of thumb:
If it reads like a brochure, we won’t publish it.

Images and Supporting Content

- You may include photos, charts, or visuals to support your content
- Please ensure you have rights to any images submitted
- Clean, simple visuals are preferred

Image Quality Guidelines:

- High-resolution images only (minimum **1200px wide** recommended)
- No screenshots, low-resolution, or pixelated images
- Logos should be clear and properly formatted (PNG or high-quality JPG preferred)
- Avoid images with heavy text overlays or clutter

👉 If an image appears blurry or low quality, we may request a replacement or choose not to include it.

Review & Approval

- All submissions are reviewed for **relevance, clarity, and value to members**
- CCFW may edit content for length, tone, and consistency

- Submission does not guarantee publication

Author Credit

Please include:

- Name and title
- Company
- Contact information (optional)
- Short bio (2–3 sentences max)

A Quick Note on Tone

Our members are busy professionals. The content that performs best is:

- Clear
- Practical
- Respectful of their time

If your content teaches something useful or offers a fresh perspective, it will stand out.

How to Submit

Email submissions to **director@ccfwest.org**

Include:

- Article or content
- Preferred timing (if applicable)
- Any supporting images

Want to Be Featured?

We're always looking for strong content and partner highlights. If you're not sure what to submit, reach out—we're happy to help shape an idea into something that fits.