



500 Westlake Avenue • Daly City, California 94014  
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[www.duggansserra.com](http://www.duggansserra.com)

## WRITING OBITUARY GUIDELINES & SUGGESTIONS

**Time is of the essence.** The obituary should be worked on **first and foremost** due to newspaper deadlines. Please choose only items that you feel are important to mention. It is very helpful to email your draft, in WORD or WORD PERFECT, directly to your arrangement counselor.

If you choose to publish a picture, choose one that is very clear and sharp. You may forward it as a jpeg or tiff to your arrangement counselor or bring in an original photo (not a photo copy) and we can scan it for you.

- **NAME / ANNOUNCEMENT**

- Full name of the deceased, including nickname, if any
- Age at death
- Residence (for example, the name of the city) at death
- Day and date of death (peacefully, with family by their side, at home)
- Place of death
- Cause of death

- **LIFE**

- Date of birth
- Place of birth
- Names of parents
- Childhood: siblings, stories, schools, friends
- Marriage(s): date of, place, name of spouse
- Education: school, college, university and other
- Designations, awards, and other recognition
- Employment: jobs, activities, stories, colleagues, satisfactions, promotions, union activities
- Places of residence
- Hobbies, sports, interests, activities, and other enjoyment
- Charitable, religious, fraternal, political, and other affiliations; positions held
- Achievements
- Humor, other stories, unusual attributes

- **FAMILY**

- o Survived by:
  - Spouse
  - Children (in order of date of birth, and their spouses)
  - Grandchildren
  - Great-grandchildren
  - Great-great-grandchildren
  - Parents
  - Grandparents
  - Siblings (in order of date of birth)
  - Others, such as nephews, nieces, cousins, in-laws
  - Friends
  - Pets (if appropriate)
- o Predeceased by:
  - Spouse
  - Children (in order of date of birth)
  - Grandchildren
  - Siblings (in order of date of birth)
  - Others, such as nephews, nieces, cousins, in-laws

- **SERVICE** *Duggan's arrangement counselor will assist in completing the service and visitation information of the obituary.*

- o Day, date, time, place
- o Visitation information if applicable: day, date, time, place
- o Reception information if applicable: day, date, time, place
- o Other memorial, vigil, or graveside services if applicable: day, date, time, place
- o Place of interment
- o Name of funeral home in charge of arrangements (below)
- o Where to call for more information (even if no service planned)
  - 650/756-4500
  - Duggan's Serra Mortuary**
  - 500 Westlake Ave, Daly City**

- **END**

- o Memorial funds established
- o Memorial donation suggestions, including addresses
- o Thank you to people, groups, or institutions
- o Quotation or poem
- o Online Condolences may be made at [www.duggansserra.com](http://www.duggansserra.com)

Accuracy and completeness are very important. The best way to ensure accuracy is to proofread, and then to proofread again. We cannot make changes once an obituary is published. You may however choose to run a new obituary notice at an additional cost.

**When placing an obituary notice for our families, Duggan's Serra Mortuary places their contact information at the bottom of the funeral notice.**