



CKCF-PROVIDED MARKETING PACKAGE

AUDIENCE: Funeral Homes

PURPOSE/MESSAGE

Funeral home directors are an important part of the Foundation narrative. A percentage of our donations come from funeral homes in the form of memorial gifts. The goal is two-fold. First, we wish to establish a relationship with local funeral home directors to work in partnership with families who are BOTH grieving a loved one lost or pre-planning their funerals. Second, we want to educate families about their options for giving a memorial to the community foundation. Ultimately, we want them to choose the local community foundation as the recipient of the memorial and maybe even invite them to give a greater gift to the community foundation to honor their loved-one's legacy.

AUDIENCE

Building a relationship with a funeral home director in your area should not be intimidating. Funeral home directors want to provide an option to families, grieving or pre-planning, that ultimately honor the legacy of the deceased. The Foundation does just that by offering flexibility in charitable giving to charities of choice AND ensuring the donation will be honored and will remain for generations to come. It is a mutually beneficial relationship.

TIMING

Developing this relationship can begin at any time, but as with any relationship, should be ongoing. Establish a connection by setting up a meeting in their office to present the materials provided in this package. Throughout the year, schedule visits, send e-mails and make phone calls just to connect. You can ask for feedback on your materials or provide a list of funds and their charitable intentions. Educate the director on how a fund works and how a memorial would help support the organization designated in a fund. Again, they are hungry for information such as this in effort to better serve their client base.

MARKETING MATERIALS

- **Funeral Home Brief:** This piece is designed to accompany funeral home planning documents in the folder provided to grieving or pre-planning family members.
 - **Customizable:** Yes. This will be branded to your Foundation using your logo, colors and contact information. Please provide this information upon request for customization. Foundations are allowed one round of customization of this piece.
- **Funeral Home Tabletop:** This piece is designed to sit on a shelf or table in the funeral home's planning room or parlor. Please plan to provide a stand to the funeral home to
 - **Customizable:** Yes. This will be branded to your Foundation using your logo, colors and contact information. Please provide this information upon request for customization. Foundations are allowed one round of customization of this piece.
- **Printing Recommendations:** We recommend using a local, professional printer to print these documents with a bleed and trim. This will give the perception of professionalism. CKCF staff will prepare your document for professional printing upon approval of your project, but you will be required to work with your printer to produce the documents. We suggest printing the Funeral Home Brief in quantity 50-100.