



## **WAYS TO MAKE TREASURED MEMORIES COMMUNITY FUNDING SUCCESSFUL**

1. Knowledgeable funeral home associates explaining Treasured Memories Community Funding
2. Write the story from the perspective of a friend, not the family
3. Create an emotional trigger by asking the family **"WHY GIVE"** in the story and **"WHO"** motivated you to feel this way
4. Use photos and videos to make fundraiser personal
5. Set hopeful goal amounts to encompass ALL NEEDS
6. Link obituary to Treasured Memories Community Funding campaign and vice versa
7. Designate one family member or friend to be in charge of assisting with all bullet points
8. Encourage families to "share" on social media
9. Funeral home shares the online obituary that includes the Treasured Memories Community Funding link with churches, organizations and work place
10. Keep the campaign updated
11. Include fundraisers and QR Code on memorial folders\*\* *see below for example*
12. Business size cards at registration stand with Treasured Memories Community Funding website address and QR Code
13. Add Treasured Memories Community Funding to payment options sheet
14. Place Treasured Memories Funding *In Remembrance* and *Community Outreach* brochures in the funeral home
15. Educate local organizations the benefit of Treasured Memories Community Funding
16. Invite families to present check to local charity for memorial donations
17. Send questions to [info@tmcfunding.com](mailto:info@tmcfunding.com) or call 877-785-2990
18. Thank donors