



SUCCESSFUL CAMPAIGNS FOR FUNERAL HOMES

1. Place **TMCFunding** on your payment options sheet
2. Have knowledgeable funeral home leaders explain Treasured Memories Community Funding to the team.
3. Write a relatable story about why funds are being raised. Don't copy and paste the obituary. **Tell the Story.**
4. **Use quality photos** and embed tribute videos to make fundraiser personal.
5. Set hopeful goal amounts to encompass **ALL NEEDS** or to support a **Lasting Legacy.**
6. Link obituary to TMC Funding campaign and vice versa.
7. Encourage families to **Share** on social media.
8. Email your website's memorial page link to the employer, place of worship and other groups that have ties to the individual.
9. Include fundraiser and QR Code on memorial folders at the service.
10. Place Treasured Memories Funding brochures in the funeral home.
11. **Educate local organizations** on the benefit of TMC Funding.
12. Invite families to present check to local charity for memorial donations.
13. Include donor list and org letter to family so they can thank donors and keep.

Send questions to info@tmcfunding.com or call 877-785-2990.

www.tmcfunding.com

