

Family ConnectionsSM

Active Aftercare Program



Top 5 reasons why you should implement an aftercare program

- **Maintains and deepens the relationship between your funeral home and the family.**
- **Retains current business while generating more leads.**
- **Creates an opportunity to communicate the benefits of planning and funding a funeral, at the appropriate time, when the family's awareness of mortality is at a peak.**
- **Provides a much more cost effective marketing approach than other lead generation programs.**
- **Cements your marketing strategy to achieve sustainable growth for your business.**

Aftercare process and timeline

Aftercare is an essential part of serving your families. Use this timeline as a guide to actively communicate and introduce prearranging and funding a funeral.

Step 1

At time of need

- Did a family member make the first call?
 - If so, the Funeral Director or staff person should ask them if the deceased had a prearranged funeral.
- Use the arrangement conference, visitation, funeral or committal service as a time for the Funeral Director to introduce the preneed counselor to the family.
- Preneed counselor should express condolences.
 - Tell the family: **“I will be calling you a few days after the service to bring you helpful and important information you will need to assist you with all the details that occur after a death.”**

Step 2

First visit

Three to five days after the service.

- Preneed counselor calls the selector to schedule a time to deliver important information to the selector's home.
- During the first visit:
 - Preneed counselor brings the following items: death certificates, checklist, survey, grief support list, a remembrance gift (such as a crystal from Tribute Photos*) and a condolence card.
 - Preneed counselor spends time listening to stories about the deceased and then guides the bereaved person through the important information.
- Toward the end of the 30 to 40 minute visit:
 - Preneed counselor asks if the funeral had been prearranged.
 - If not, preneed counselor asks, "Do you think it would have been helpful to have all the arrangements made ahead of time?" Almost always the answer is "yes."
 - Then the preneed counselor says, "Now is not the time for this, but when I come back in a couple of weeks to deliver the picture of your loved one, as a gift from our funeral home, I will start a file for you with information about your preferences so your loved ones won't have to go through this again in the event of your loss."
- Try to set up a time to come back, usually two to three weeks later, to deliver the remembrance gift and start the preneed file. This is dependent on the bereaved one's schedule, so the timing should be flexible.

Step 2

Second visit

Two to three weeks after the first visit.

- Preneed counselor delivers the remembrance gift (suggested option is picture from Tribute Photos) and starts gathering information on the selector's own funeral preferences.
 - The preneed counselor should bring the file on the deceased's funeral in case the selector wants to duplicate any of the services.
- Preneed counselor should discuss funding options with the family by saying, "Many people decide to set aside funds for their funeral as well, so they know everything is taken care of. Is this something you feel you could do right now? We have options to suit almost every financial situation."
- If the answer is "No, not now," the preneed counselor should respect that and ask for permission to check in six months after the service was performed.

*Tribute Photos is the Aftercare Division of Reflections Commemorative Portraits. For more information visit reflections.com/memorial-gifts.

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