

Value Language

by Melanie Loyd

Consider using the following language in describing to families the value of your funeral home offerings. Remember, first explain how they will experience and appreciate followed by what you can deliver.

WE DO CEREMONY

In our lifetime, someone we love dies once. Many lives are changed, moving us from a present relationship to one of memories. Planning a time to show appreciation and remember helps in the first steps of our changed lives. The expressions and support of family and friends provide encouragement, creating one more, lasting memory around the life. This one time opportunity creates an occasion to receive comfort, as well as states the significance of the life being honored.

There is a myriad of thoughts and feelings when a loved-one dies. Certainly, there is a sense of loss yet there is also a fondness and unrequited love. These are feelings that often go unexpressed, accompanied by a desire to do something more. Whatever the expression, a life deserves an intentional pause, to share memories and acknowledge the life lived. Families design what would be most meaningful; reflect their lives and that of their loved-one.

Whether it is a formal ceremony, simple gathering or reception, there is one time to best capture the thoughts, feelings and response of family and friends.

PERSONAL WEBSITE

Following the one time event, comes an anytime, all the time, opportunity to receive and respond through a personal Memorial Website. This site is accessible to family and friends to journal their thoughts and feelings, to review and post special photos and stories, and recount memories and events beyond those shared in ceremony. Often family and friends share anecdotes that bring healing to hearts and hope to the bereaved. To help in the life change, grief assistance and daily email affirmations are featured on every site and can be experienced by every guest.

In a timeless memorial venue, this is an unforgettable encounter with those who remember. With digital photography and immediate uploading, a picture of your attending family can be placed on your personal website showing changes in family and friends.

No one will ever be absent from the gathering with your webcasting feature. The one time ceremony experience is also archived on the website, for a, "lifetime."

LIFE TRIBUTE (DVD)

Like a living scrapbook, this gift keeps on giving. Family and guests are able to see their loved-one experiencing life and making the memories that are held dear. Often photos unseen by so many inspire conversation and reflection providing comfort and restoration. After the gathering, the Life Tribute becomes a soothing and meaningful influence for years to come.

PERSONALIZED PRINTED KEEPSAKES AND MEMORIAL ALBUM

Uniquely designed printed keepsakes are given to guests for personal reflection or sent as announcements. Our individualized remembrance stationery presents the life with photography and meaningful messages. Some selections become part of your guest's expressions in saying a final goodbye at the gathering. The Memorial Album will be a treasured collection of these keepsakes,

photos, guest attendance, and written reflections.

FAMILY REMEMBRANCE TREE

Build generations of ancestry giving opportunity for family members to contribute their history with a simple click. The on-line Family Tree feature is a meaningful and fun way to keep in touch, reunite family and preserve for future generations.