

TIPS FOR SPREADING THE WORD:

Drive traffic to YOUR web site

Your funeral home should be using this unique service to your advantage – constantly reminding people where they can make easy online donations

By Staff of e-Partners in Giving

If you build it... they will come. Unfortunately, that's not always the case – especially when you're talking about online giving. You HAVE to spread the word and let people know this is an option. There is no reason to keep the online donation capability a secret. Reminder: It's all about giving back in a safe and convenient manner.

The best part: You'll be driving traffic to your web site at the exact same time.

Resthaven Funeral Home in Baton Rouge does a great job leveraging the online giving component and pointing people to its web site through its print obits - "to make memorial donations visit www..."

By driving people to your web site, you generate opportunities for all the wonderfully great online features that your funeral home offers. It also allows you to introduce yourself to potential customers.

This is the exact same advice we give our non-profit partners and individuals who use our donation functionality. A lot of people think that people are just going to stumble upon these Donation Pages and start throwing around money.

Not likely.

But with a little direction from your staff, these people will get the opportunity to help create a lasting legacy for their loved one.

Pay Your Respects

Rush Sr., John Cheatham
John Cheatham Rush Sr. was born Jan. 7, 1924, in Philadelphia, Miss., and died Monday, Oct. 5, 2009, at age 85. Visiting at St. Jean Vianney Catholic Church, 16166 S. Harrell's Ferry Road, on Thursday, Oct. 8, from 10 a.m. until Mass of Christian Burial at 11 a.m., with the Rev. Jerry Martin, celebrant. Interment in the Biloxi National Cemetery in Biloxi, Oct. 9, at 1:30 p.m. by a son, John N.M.; two daughters, Theresa Ann Rush; parents, Thomas Rush Sr. and Emily Cheatham Rush; brothers, Thomas Jr. and Patrick; and sister, Katherine Rush Evans. After participating in the D-Day invasion at Omaha Beach in World War II and other battles in Normandy, France, he served in Gen. Patton's Third Army. He graduated from Mississippi State in 1949. He was a sales representative in the oil field industry for Schlumberger. He and his wife relocated to Baton Rouge in 2005 after Hurricane Katrina destroyed their home in Slidell. The family would like to thank the caring staff at Just Like Home, and everyone at St. Joseph's Carpenter House for their loving care. In lieu of flowers, please consider donations to St. Joseph's Hospice, 10615 Jefferson Highway, Baton Rouge, LA 70809 or the Covenant House of New Orleans that provides a safe haven for at-risk and homeless youths, 611 N. Rampart St., New Orleans, LA 70112. Arrangements by Resthaven Funeral Home. Please visit our online guest book and make memorial donations at www.resthavenbatonrouge.com.



Rush

Here are some easy ways you can help spread the word:

- Put it in the print obit (*example left*)
- Put it in the death announcement at the funeral (*example below*)
- Make sure the family has all the information about the donation functionality (they will spread the word faster than anyone)
- Encourage the family to "enhance" the Donation Page –even if it's just adding why that particular non-profit was selected.
- Once the first donation is made, we let you know via e-mail. This is a GREAT opportunity for your funeral home to reach out to the family one more time.
- One of our funeral home partners prints out a list of donations made prior to the service so every guest can see the names of the donors.

