

## A better way of collecting donations at funerals

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### **For The Funeral Homes - an easier way to collect donations**

Collecting online donations for charity in memory of a loved one is a free service that Memorial Gifting provides to Funeral Homes. It is simple to implement and saves time and money.



### **For The Family – a lasting tribute to the deceased**

By people donating through Memorial Gifting rather than direct to the charity the family are able to see the total amount donated and the name of the loved one is acknowledged in all the donations. All of the money donated goes to the charity.



### **For The Charities - a more effective way to raise funds**

The ability to make funeral donations using a credit card is just one more step towards a cashless society. It enables people not attending the funeral to contribute and on average three times as much is donated as at the service. The charities see our 8% service fee as a normal part of their fundraising budget.



### **For The Donors - an easier way to donate and tax deductible.**

Donations can be made from a phone or other device without the need to login or register. Unless the donor elects to remain anonymous their email address is forwarded to the charity so that they can be sent a thank you message and a tax receipt by the charity.



### **How it works**

When a family asks for donations to a charity all that is needed is for the funeral director to add a link in the format [bit.ly/xzsurname2404](https://bit.ly/xzsurname2404) (day month of death) to the obituary notice and the service sheet and send us a copy of the email sent to the paper. We then activate the link and set up a collection page where people can donate using their credit or debit card.