

... or tombs and mausoleums.



Why memorialize?

- Perhaps Cicero, the Roman orator, said it best: "The life of the dead consists in being present in the minds of the living."
- As early as 35,000 BCE, prehistoric humans practiced ritual funerals. Practically every culture since that era has engaged in some form of memorialization.
- As long as we remember them, our loved ones live on in our minds and hearts.

Why memorialize?

- Memorializing with personal stories and contemporary music can provide meaning and value to a family would otherwise choose to have no service.
- Even without formal religious rituals, memorial services are needed to provide a safe time and place for families and friends to grieve.
- The atmosphere of a Celebration of Life party might deny the reality of a death and inhibit the necessary grief process. A non-religious service can provide the same values found in traditional funerals.

The Values of the Funeral
From Doug Manning and the InSight Institute


- Safety - *a safe place to cry, mourn and openly grieve*
- Participation - *many families want to be involved in the service*
- Roots - *acknowledge family history and tradition*
- Symbols and Ceremony - *recall familiar symbols or create new ones that provide a sense of ceremony*
- Reality - *"A death has occurred and everything is changed by the event."*
- Significance - *recognize the importance of this person's life*
- Power of Presence - *a funeral director can just quietly be present*

20th Century Memorialization

- Register books for guests to sign

20th Century Memorialization

- Register books for guests to sign
"would you like a burgundy or a white book?"



20th Century Memorialization

- Register books for guests to sign
- Service folders

20th Century Memorialization

- Register books for guests to sign
- Service folders
- Prayer cards

20th Century Memorialization

- Register books for guests to sign
- Service folders
- Prayer cards
- Temporary photo displays

20th Century Memorialization


- Register books for guests to sign
- Service folders
- Prayer cards
- Temporary photo displays
- Newspaper obituaries

21st Century Memorialization

- Stationery series to reflect the loved one's interests


21st Century Memorialization

- Stationery series to reflect the loved one's interests
- Favorite artist



21st Century Memorialization

- Stationery series to reflect the loved one's interests
 - Favorite artist
 - Favorite activity

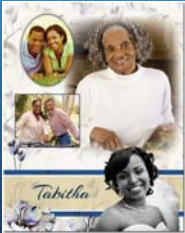


21st Century Memorialization

- Stationery series to reflect the loved one's interests
 - Favorite artist
 - Favorite activity
 - Personalized with family photos

21st Century Memorialization

- Stationery series to reflect the loved one's interests
- Poster size prints in portrait or collage formats



21st Century Memorialization


- Stationery series to reflect the loved one's interests
- Poster size prints in portrait or collage formats
- Online obituary with option for tributes and memorials

21st Century Memorialization

- Stationery series to reflect the loved one's interests
- Poster size prints in portrait or collage formats
- Online obituary with option for tributes and memorials
- Keepsakes and jewelry

21st Century Memorialization


- Stationery series to reflect the loved one's interests
- Poster size prints in portrait or collage formats
- Online obituary with option for tributes and memorials
- Keepsakes and jewelry
- Cremation



21st Century Memorialization

- Stationery series to reflect the loved one's interests
- Poster size prints in portrait or collage formats
- Online obituary with option for tributes and memorials
- Keepsakes and jewelry

➤ Cremation




21st Century Memorialization

- Stationery series to reflect the loved one's interests
- Poster size prints in portrait or collage formats
- Online obituary with option for tributes and memorials
- Keepsakes and jewelry

➤ Cremation

➤ Fingerprints



21st Century Memorialization

- Stationery series to reflect the loved one's interests
- Poster size prints in portrait or collage formats
- Online obituary with option for tributes and memorials
- Keepsakes and jewelry


➤ Cremation

➤ Fingerprints




21st Century Memorialization

- Stationery series to reflect the loved one's interests
- Poster size prints in portrait or collage formats
- Online obituary with option for tributes and memorials
- Keepsakes and jewelry
 - Cremation
 - Fingerprints
 - Preserved DNA



21st Century Memorialization

- Stationery series to reflect the loved one's interests
- Poster size prints in portrait or collage formats
- Online obituary with option for tributes and memorials
- Keepsakes and jewelry
 - Cremation
 - Fingerprints
 - Preserved DNA



21st Century Memorialization

- Stationery series to reflect the loved one's interests
- Poster size prints in portrait or collage formats
- Online obituary with option for tributes and memorials
- Keepsakes and jewelry

21st Century Memorialization

- Stationery series to reflect the loved one's interests
- Poster size prints in portrait or collage formats
- Online obituary with option for tributes and memorials
- Keepsakes and jewelry
- Tribute videos

21st Century Memorialization

- Stationery series to reflect the loved one's interests
- Poster size prints in portrait or collage formats
- Online obituary with option for tributes and memorials
- Keepsakes and jewelry
- Tribute videos
- Memory takeaways for all funeral guests

**Memorialization. . .
Is it worth all the effort?**

- Help families through a challenging time and find meaning in the services your firm offers.
- Provide a way to distinguish your firm in a competitive market.
- Increase profits on cremation cases.
