

Robin Heppell's Marketing Worksheets

Choices for Funerals and Cremation Services					
Section	Choices that need to be made				Status
Disposition	<input type="checkbox"/> Burial When the deceased person's body is interred (buried) in the ground in a casket and vault at cemetery of choice.	<input type="checkbox"/> Cremation When the deceased person's body is reduced to small bone fragments through intense heat and flame.	<input type="checkbox"/> Entombment When the deceased person's body is placed in an above-ground crypt in a mausoleum or private monument estate.		<input type="checkbox"/> Decided <input type="checkbox"/> Undecided <input type="checkbox"/> Need More Info
If Cremation	<input type="checkbox"/> Interment of Urn When the urn is placed in a burial or cremation plot at a cemetery. An urn vault may be necessary.	<input type="checkbox"/> Columbaria Niche When the urn is placed in an above-ground, outdoor niche (columbarium) or indoor mausoleum crypt.	<input type="checkbox"/> Scatter Remains When the cremated remains are scattered in a desired location. This can be in multiple locations.	<input type="checkbox"/> Take Urn Home When the urn is taken home. This choice is not a final disposition as future survivors are responsible.	<input type="checkbox"/> Decided <input type="checkbox"/> Undecided <input type="checkbox"/> Need More Info
Service Types	<input type="checkbox"/> Celebration of Life: contemporary service, deceased focused, includes participation from others <input type="checkbox"/> Traditional Service: more formal, usually more religious than Celebration – often at church <input type="checkbox"/> Memorial Reception: when formal service isn't requested, family/friends gather, share stories <input type="checkbox"/> Graveside Service: no formal service, family gather at cemetery for casket/urn to be buried <input type="checkbox"/> Disposition Only: when family doesn't want any service or social gathering				<input type="checkbox"/> Decided <input type="checkbox"/> Undecided <input type="checkbox"/> Need More Info
Officiant	<input type="checkbox"/> Priest <input type="checkbox"/> Minister <input type="checkbox"/> Pastor <input type="checkbox"/> Chaplain <input type="checkbox"/> Celebrant <input type="checkbox"/> Family Members Choose if you want your own clergy or use one our Celebrants				<input type="checkbox"/> D <input type="checkbox"/> U <input type="checkbox"/> N
Music	Live music: <input type="checkbox"/> Organist <input type="checkbox"/> Harpist <input type="checkbox"/> Bag Piper <input type="checkbox"/> Soloist Recorded music: <input type="checkbox"/> Family will supply <input type="checkbox"/> Funeral home to supply				<input type="checkbox"/> D <input type="checkbox"/> U <input type="checkbox"/> N
Receptions / Gatherings	<input type="checkbox"/> Public Reception: everyone welcome, usually announced in the obit or at the service <input type="checkbox"/> Private / Semi-Private: not announced publicly – invitation only by family <input type="checkbox"/> Family Meal: between visitations at the funeral home or at a restaurant <input type="checkbox"/> No Reception: if the family chooses not to have a Public, Private or Family Meal Location of Reception/Gathering: <input type="checkbox"/> Family Home <input type="checkbox"/> Funeral Home <input type="checkbox"/> Other Location				<input type="checkbox"/> Decided <input type="checkbox"/> Undecided <input type="checkbox"/> Need More Info
Merchandise Caskets/Containers	<input type="checkbox"/> Cremation Container Basic container made from cardboard / pressboard. Not suitable for viewing.	<input type="checkbox"/> Rental Casket Casket with removable liner used for visitation / service before cremation	<input type="checkbox"/> Hardwood Casket Casket made from hardwood. Can be used for burial or cremation.	<input type="checkbox"/> Steel Casket Casket made from steel. Can be used for burial only.	<input type="checkbox"/> Decided <input type="checkbox"/> Undecided <input type="checkbox"/> Need More Info
Cremation Urns	<input type="checkbox"/> Wood <input type="checkbox"/> Metal / Bronze <input type="checkbox"/> Scattering <input type="checkbox"/> Ornate <input type="checkbox"/> Urn Vault (for Interment)				<input type="checkbox"/> D <input type="checkbox"/> U <input type="checkbox"/> N
Burial Vaults	<input type="checkbox"/> Sealed Concrete Vault <input type="checkbox"/> Air Sealed Steel Vault <input type="checkbox"/> Unsealed Graveliner				<input type="checkbox"/> D <input type="checkbox"/> U <input type="checkbox"/> N
Cemetery Markers	<input type="checkbox"/> Upright Granite Monument <input type="checkbox"/> Flat Granite Marker <input type="checkbox"/> Bronze on Granite Base				<input type="checkbox"/> D <input type="checkbox"/> U <input type="checkbox"/> N
Additional Service and Memorialization Options	<input type="checkbox"/> Flowers <input type="checkbox"/> Celebration of Life DVD tribute video <input type="checkbox"/> Online obituary (complimentary) <input type="checkbox"/> Thank you cards & Prayer cards		<input type="checkbox"/> Granite memorial bench <input type="checkbox"/> Memorialization / cremation Jewelry <input type="checkbox"/> Bereavement groups & assistance <input type="checkbox"/> Tribute blanket		