



Dear Funeral Director

Thank you for choosing to use our online donation collection service. The good news is that we will take care of all administration and send you a report for yourselves and the family at the end of the collection period. We will also request that the charity acknowledge receipt of the funds direct to you.

Traditionally, mourners have donated either via a donation plate or box at the funeral service(s), or sent in cheques/cash to yourselves subsequently. It's important that the family and mourners know they can donate online and how.

► There are two ways they can donate online.

1. Via the notices section of the newspaper websites that the obituary notices are published in.
2. Or they can go direct to our national notices site: www.funeral-notices.co.uk and search for the notice using the name of the deceased.

In order to help both family and mourners, we would suggest that you ask the family to share this information. Sharing the notice will ensure the family reach as many friends and family as possible announcing the passing of their loved one and will also help raise additional funds in their memory for the charity.

► For the family

Please issue the family with the Online Donations letter via email or hard copy.

If you provide your family with information at or after the funeral arrangement stage, that you include how to donate information in your pack - e.g.

Donations will be collected for (insert charity name), donors can donate online either via the notices pages of the (insert the publication(s) the obituary notice appears in) or via www.funeral-notices.co.uk

► Putting the notice together

When putting the obituary notice together please make it clear how to donate online - e.g Donations for British Heart Foundation via funeral-notices.co.uk or a plate will be provided at the service.

► Service

It is your usual practice to include donation information on the service sheets, we suggest that you include this information to guide mourners to the best place to donate - you could use wording similar to below: Donations if desired to (insert charity name), donors can donate online either via the notices pages of the (insert the publication(s) or via www.funeral-notices.co.uk .

► In the officiant's instruction

The perfect person to advise mourners of who the family are collecting for in memory of their loved one and how they can donate is the officiant, they will have the rapt attention of mourners on the day - e.g.

The family have requested that donations will be collected for (insert charity name). Donors can donate online either via the notices pages of the (insert the publication(s) the obituary notice appears in) or via www.funeral-notices.co.uk.

Kind regards