



## Tips for a Funeral Home Open Day

Thanks to Leverton & Sons in London for providing this advice based on their experience.

### **Secure enough staff to work the overtime**

If people make the effort to come, they should be able to talk to a professional without queuing. Make name badges for staff.

### **Create an interesting day**

This is likely to involve a marquee and fees for speakers and/or performers. Suggestions include local artists. Providing food and refreshments will encourage people to stay for longer.

### **Budget for extra advertising and use of graphic designer**

### **Update your website**

### **Note lead time of local press listings**

Press listings may work on a longer lead time than you imagine. Don't miss a deadline. Ideally, notifications should be made 3-5 weeks before the event.

### **Consider a local leaflet/invitation letterbox drop**

### **Promote your open day through other events**

See if you can promote your open day through other events in your area. Show up and hand out your invitations. Time your event with national events such as the Dying Matters week.

### **Use social media**

Use Twitter, LinkedIn, Facebook and others to spread the word.

### **Be sensitive about themes**

Be wary of doing 'fun' things with funerals. Attendees will have varied reasons for coming. Some want to break barriers and have a laugh. Others will arrive in grief and may be seeking help or resolution.

### **Coffins**

People may assume that a coffin contains a body. You can offer demonstrations of how to bear a coffin, but do this in private space, not on the street. A passer-by may think it's a real funeral.

### **Pre-paid funerals**

Consider inviting your local Golden Charter representative if applicable.

### **Green funerals**

The general public is very interested in eco-friendly options. Consider having samples of environmentally friendly products. Suppliers should prove keen to loan items and supply publicity materials.