

AfterCare +

Process Outline:

- Informant contact information entered into Precoa database (submission tool) for follow up by Jody
- Contact information MUST include a cell number in order to receive text message follow up
- Any contact entered WITHOUT a cell number will not be able to receive text messages
- In order to opt-out a family from follow up, communicate directly with Jody
- You can enroll additional contacts if you would like, by communicating with Jody, just ensure a cell number is provided
 - examples (multiple children, siblings of decedent, etc.)
- Messages sent will be based on the number of days post-service, or post-cremation if no service

Contact Points:

- Day 5: Introduction & Checklist Text
- Day 14: Grief Support Text
- Day 35: Google Review and Preplanning Phone Call (by Planning Center)/Text/Email
- Day 45: Connection Text
- Day 70+: Holiday/Anniversary Texts

Day 5

Hello <first name>, your friends here from <XYZ Funeral Home>. We just wanted to reach out and let you know we're thinking about you. Also, we wanted to give you this checklist that includes some of the things that you might be thinking about and maybe some you haven't. We know there's a lot to do, but we want you to know we're here for you.

Day 14

Hello <first name>, your friends here from <xyz funeral home>. We just wanted to reach out and let you know we're thinking about you. We thought you might appreciate a couple of our suggestions regarding grief resources. Please use the link below. We hope that you are well.
<https://info.funeral-preplanning.com/grief>

Day 35

Thank you for trusting <XYZ Funeral Home>. It was an honor serving you and we invite you to review your experience with us on Google by tapping the link below.

Day 45



Thank you for trusting <XYZ Funeral Home>. It was an honor serving you and we invite you to review your experience with us on Google by tapping the link below.

+ Phone Call