

PRENEED MAILING PROGRAM

Below is a suggested pre-need mailing program fulfillment schedule. It consists of 6 mailings in total, including 3 letters, an anniversary card, a family care survey, and a holiday card.

Use the corresponding templates on the following pages. You can download the templates from the Certified Aftercare Specialist™ portal using the credentials listed at the beginning of this manual.

FULFILLMENT SCHEDULE

MAILING	PRODUCT	SCHEDULE	MONTH
1	Letter #1: Condolence letter + helpful checklist	Day 0	0
2	Letter #2: Preplanning introduction + guide	Day 60	2
3	Letter #3: Encourages preplanning + brochure	Day 120	4
4	Anniversary card	Day 350	11
5	Family care survey	Day 390	13
6	Holiday card	Dec. 10	