

Areas to Consider		My Notes
<b>LAUNCH</b>		
TF scheme name and targets agreed		
Internal training and launch		
TF Announcement letter to Supporters		
External launch, website, local press, case study		
<b>TRAINING</b>		
Tribute Fund Administrator		
MuchLoved website champion		
Fundraising Team all trained		
Chief Executive's backing		
Whole organisation aware of scheme?		
<b>LITERATURE</b>		
Tribute Fund Pack for new Fund holders		
Internal Newsletter – Regular updates		
External Newsletter – Regular updates		
E-newsletter – Regular entry		
Flyers – Distribution opportunities?		
Write to all previous in mem donors to offer Tribute funds		
Include information in bereavement pack (Hospices)		
<b>PR</b>		
Key Tribute holders happy for publicity?		
Local and/or National Papers contacted		
Local Funeral Directors contacted		
Local Magazines / establishments contacted		
Patrons asked to promote?		

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<b>EVENTS</b>		
Ask on event registration forms if they are taking part in memory of someone		
Annual memory walk or other?		
One-off events: Balloon rides, jumps, runs, firewalks		
Thank You Presentations and Open Days		
Identify 'In Memory' supporters at general events		
<b>WEBSITE</b>		
Special Tribute Fund page/section in place		
Special Tribute Fund page/section in place		
Personalised URL chosen for page		
Included online form to register interest		
Multiple links in to Tribute Fund section e.g. Donate, Fundraising, Latest News		
Home Page link to Tribute Fund		
Case Studies / Profiled key Fund holders		
Latest Fund News section		
<b>SOCIAL NETWORKING</b>		
Regular facebook Groups updates		
Twitter updates		
MuchLoved Facebook App promoted		
Other networking e.g. online forums, plus new networking tools?		
<b>RELATIONSHIP BUILDING</b>		
Personal point of contact in place?		
Regular Email updates?		
Thank You Presentations		

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Recognition plaques / wall / garden		
Thank You contact for ALL donors		
Incentivising Fundraising e.g. a rose for £500		
<b>ONGOING SCHEME SYSTEMS</b>		
Building New Prospect Lists		
Fund Holder Relationship Strategy		
Donor Communication Strategy		
<b>MUCHLOVED CUSTOMISATION</b>		
Site and graphics fully customised?		
All key staff received training?		
Regular review of site and Tributes in place?		
Report Alerts set up		