



Aftercare

ELEVATED

LOVED BY FAMILIES • GREAT FOR BUSINESS

How Timely Text Messaging Helps Funeral Homes Deliver
Better Care—Without Adding to Staff Workloads



Families Remember Those Who Remember Them

The **National Funeral Directors Association (NFDA)** reports that **65%** of families expect ongoing aftercare from their funeral home. While direct mail and phone calls go unread or unanswered, texting offers an immediate, gentle way to stay connected.



95%

of text messages are
✓✓ **read** within **3 minutes**.



A thoughtful text at the right moment strengthens bonds and builds lifelong community trust, without adding tasks to your funeral directors' daily workload.



Aftercare Only Works If Families Actually See It

Traditional channels are no longer reaching grieving families. You can craft a thoughtful follow-up message, but too often it sits unopened in an inbox or discarded in the trash.

The old ways of connecting simply don't match how families communicate today:

Traditional Outreach

- **<1%** Direct mail response rate
- **16%** Email open rate
- **13%** Phone call answer rate

Texting & Mobile Outreach

- **100%** Message view rate
- **50%+** Average family response rate

When your communication gets read and engaged with, your opportunity to offer comfort, share grief resources and foster community goodwill increases exponentially.

Explore how Elevia helps your firm reach families where they actually respond.

[Request a Demo](#)

Guarantee Consistent Care for Every Family You Serve

Never let a meaningful milestone slip through the cracks ...

“I wanted to check in around Mother’s Day.”

“I wish we had remembered their anniversary.”

“I meant to call that family last week.”



With customizable, scheduled messaging, your business delivers personal, empathetic touchpoints automatically on key dates—giving every family reliable support without taking a single minute away from your daily operations.

“Thank you for remembering. This is a tough one, as it would have been his 100th birthday. We will honor him in some small way. Thank you for reaching out on his special day.”

— Family Member Response

The 12-Month Support Roadmap

Gentle, automated touchpoints timed throughout their first year of loss.

Grief and related needs change over time and so should your outreach.
Here is how your firm stays connected across all 12 months:



Days 1-30 | Immediate Care & Support:

“Hi Sarah, everyone at Daley Mortuary is thinking of you. Here is a direct link to our grief support resources if you would like to take a look.”



Days 30-60 | Practical Guidance & Feedback:

“Checking in to see if you need assistance with anything and sharing a quick 2-minute survey on how we served your family.”



Months 3-6 | Holiday & Seasonal Check-ins:

“We know Mother’s Day can be especially difficult. Sending you warmth and peace today from the team at Daley Mortuary.”



Month 12 | The First Anniversary:

“Thinking of you today as you honor Robert’s memory on the anniversary of his passing. We are always here for you.”

“You have no idea how deeply we appreciate this. Sandra was my life... for you to acknowledge the first anniversary of her passing means more to us than you’ll ever know.”

— Family Member Response

When a Family Replies, They Deserve a Personal Response.

Real human connection powered by our live Care Team.

Where others employ automated chatbots, Elevia relies on genuine human empathy. Every message sent on behalf of your firm is backed by our dedicated Care Team, led by our primary responder persona, Elizabeth.

When a grieving family texts back, a real person reads their response and replies with care. In fact, families frequently mention team members by name in Google reviews, praising the personal connection they felt long after the service concluded.



"Weeks later they continued to reach out to me and offer help. You very seldom get service like that anymore."

— Family Member Response

Take a quick interactive walkthrough of our two-way text platform.

[Request a Demo](#)

Great Aftercare Creates Your Next Referral

TURN FAMILY GRATITUDE INTO
5-STAR GOOGLE REVIEWS



Families who experience exceptional care are eager to share their appreciation. Simple, well-timed text invitations encourage them to leave online reviews that build local trust and elevate your firm's standing.

Reviews Strengthen Your Local Visibility in Two Major Ways:

SEO

Search Engine Optimization

Helps your firm rank at the top of local “funeral home near me” Google searches.

GEO

Generative Engine Optimization

Helps AI search tools recommend your firm to local families looking for funeral services.

88% of consumers read online reviews before choosing a local business.

27% of families who engage with Elevia aftercare leave a 5-star Google review.

“We have gotten so many new families saying they chose us because of our Google reviews.”

— Heflebower Funeral & Cremation Services



Introduce Preneed Naturally and Comfortably

BUILD PREPLANNING RELATIONSHIPS OVER
TIME WITHOUT HIGH-PRESSURE SALES

Introducing preneed planning during a crisis isn't appropriate, but staying in touch throughout the year creates natural, comfortable moments to share information.

By offering educational guides, seminar invitations and soft check-ins over time, families learn about preplanning at their own pace. When they're ready to take the next step, your firm is already their trusted partner.

[Request a Demo](#)



Complete Aftercare for a Fraction of the Cost

EXPAND YOUR FIRM'S REACH
WITHOUT HIRING EXTRA STAFF

Hiring, training and managing administrative employees to handle ongoing texting and review follow-ups requires significant payroll investment.

Elevia provides complete aftercare coverage for a fraction of the cost of a new hire—freeing your current team of funeral directors to concentrate on face-to-face family care.



Turnkey Setup

Launch easily with complete guidance from Elevia's onboarding team.

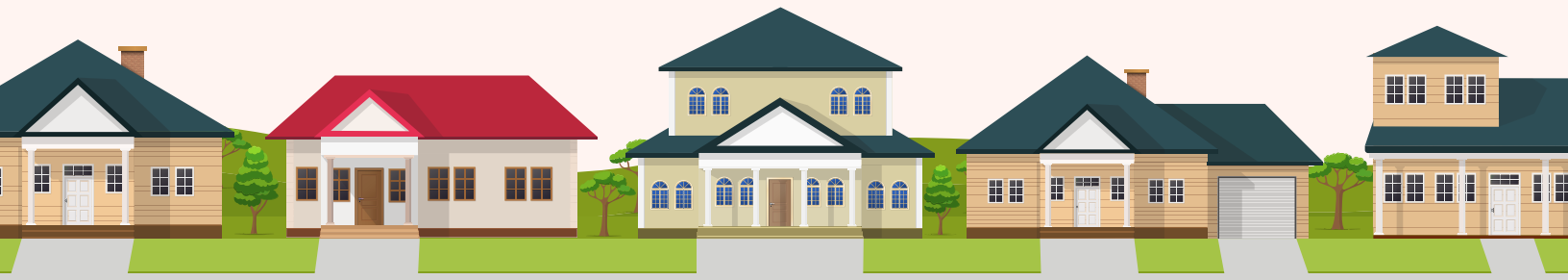


Zero Hiring Burden

Gain full territory coverage without managing additional employees.

Trusted by Over 1,500 Funeral Homes

Elevia partners with leading funeral service providers across North America to deliver personal aftercare at scale.



1,000,000+

Families served

3,000,000+

Text messages exchanged
by our Care Team

90,000+

5-Star Google reviews generated

97%

of Elevia partners are the
#1 ranked/most-viewed firm
in their market

50.36%

Average family response rate

4.8 / 5

Average client satisfaction rating

Ready to Elevate Your Family Relationships Year-Round?

You don't need extra staff or endless hours to deliver consistent aftercare that elevates your brand in the hearts and minds of your clients.

PARTNERING WITH ELEVIA GIVES YOU:

1

Customizable, scheduled messaging tailored specifically to your funeral home.

2

A dedicated live Care Team managing real-time family responses.

3

Review generation, estate settlement tools and preneed lead discovery.

4

Clear reporting that demonstrates your firm's local impact.

Explore a Custom Aftercare Plan for Your Firm

[Request a Demo](#)



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