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Heritage Funeral Home

4800 South Minnesota Avenue
Sioux Falls, SD 57108
Phone 605-334-9640

www.yourwebsitehere.com

“A CALLING TO CARE”

To our special neighbors and friends,

For more than 16 years, Heritage Funeral Home has been touching lives and mending hurting hearts in our community. My husband Scott, my brother Bill, and I truly feel called to comfort and serve those who are in pain after the loss of a loved one. We would like to thank you for your trust and for allowing us the honor of serving you.

Throughout our years in funeral service, we have found that families who plan ahead experience less stress and are able to have more time to spend with one another when a death occurs. For this reason, we would like to learn more about the community's understanding and awareness of funeral preplanning options.

We are conducting a survey that will help us pinpoint how we can improve the level of service we provide to our community. To show our appreciation for your valuable feedback, we'd like to give you a **Funeral Planning Kit** absolutely **FREE**, at no cost or obligation to you. These materials will help you as you consider planning ahead for your own or a loved one's services. Thank you in advance for your kind assistance.

Steve Nelson
*Licensed Funeral Director and
Prearrangement Specialist*

Sincerely,

Steve Nelson

Steve Nelson
Owner

Please Note: Due to the recent uncertainty in the economy, many funeral homes no longer offer inflation-proof prepaid funeral contracts and the family is left to pay the difference at the time of death. However, at **Heritage Funeral Home**, we **continue to offer inflation-proof prepaid funeral plans** so that the family doesn't have to worry about having to pay more than they agreed upon at the time of death.

We need your help.



We are conducting a survey to determine how members of our community plan for one of the hardest things a family has to face . . . the death of a loved one.

The brief questions that follow are designed to help us know more about what families want and need at this most difficult time. The results will help us improve our level of service by pinpointing what is most important to you. Please answer these questions as completely as you can and return the survey in the enclosed postage-paid envelope.

For taking a few minutes of your time to respond to our survey, we'd like you to have the *Thoughtful Decisions Guide* and *Decisions Made Early Brochure* . . .

ABSOLUTELY FREE!

1. What is your current age?

- 0-49 70-79
 50-59 80-89
 60-69 90+

2. Have you ever been responsible for making funeral arrangements?

- Never 12-24 months ago
 In last 12 months Over 2 years ago

3. How much might you expect to pay for a funeral?

- Under \$1,000 \$5,000-\$7,500
 \$1,000-\$3,000 \$7,500-\$10,000
 \$3,000-\$5,000 Over \$10,000

4. Do you maintain up-to-date biographical information and accurate family records to assist you or a loved one with funeral planning?

- Yes No

5. Have you made firm plans and arrangements for:
Cemetery property?

- Yes No

The type of funeral service you desire?

- Yes No

6. In the event of your death, who would be responsible for making arrangements?

- Spouse Family Member
 Children Other _____

7. Are you going to be personally responsible for making funeral arrangements for a loved one or close friend?

- Yes No

8. Have you ever considered a prepaid funeral plan?

- Yes No

9. Would it give you peace of mind to know you could do the planning in advance and that your family would not have to make arrangements?

- Yes No

10. Would you like FREE information about funeral planning and the types of services which are available?

- Yes No

Thank you for your help. Please complete the form below, insert this side facing the window side of the return envelope and drop in the mail.

NAME _____

PHONE _____

BEST TIME TO CALL _____ A.M. P.M.

EMAIL _____

This survey is part of a general distribution to an entire zip code. Delivery to a home where illness or recent bereavement exists is unintentional. If survey was received in an earlier mailing and/or prearrangements have been made with the sponsoring firm, please disregard this mailing.

PLEASE RETURN IN THE ENCLOSED, POSTAGE-PAID ENVELOPE.