

# Maximizing Donation Opportunities Through Funeral Home Collaboration

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## TITLE:

Maximizing donation opportunities through funeral home collaboration.

## BACKGROUND:

Iowa Donor Network (IDN) recognized ongoing concerns from funeral homes regarding the donation process, emphasizing the excessive time their staff spent reconstructing, embalming, and transporting donors. This continual conversation began to spark internal discussions about the potential for missed donation opportunities.

## HYPOTHESIS:

Funeral home feedback helped IDN identify process improvements that could strengthen the relationship with their funeral home partners while maximizing donation opportunities.

## METHODOLOGY:

In 2008, IDN became a licensed funeral home to increase the number of donors transported to their recovery locations through funeral home collaboration. Steps toward goal completion include:

- Staffing 23 full and part-time licensed funeral directors throughout the organization
- Providing no-cost transportation to recovery sites, medical examiners, and funeral homes (pre- and post-donation)
- Offering embalming and reconstruction services to funeral homes
- Serving as a liaison between funeral homes and Iowa Lions Eye Bank
- Creating a donor-friendly funeral home program
- Hosting educational seminars for funeral directors
- Following up with funeral homes regarding every donor

## RESULTS:

IDN continually receives high marks from funeral homes for communication and embalming services. Families are reporting fewer negative conversations from funeral homes regarding the donation process, and collaborative efforts between IDN and funeral homes have facilitated an increase in the opportunity for donation.

## CONCLUSION:

Creating teams that focus heavily on funeral home education and communication has significantly reduced the challenges presented by receiving funeral homes and helped create more meaningful services for families. IDN's transportation and restoration services have maximized donation opportunities and alleviated roadblocks previously presented by funeral home partners.