

# DROPP



Our DROPP software is designed specifically for the funeral home industry.

The platform allows your funeral home to:

- Provide families with fundraising assistance
- Promote your establishment in a modernized, efficient manner.
- Book more services

# FUNDRAISING ASSISTANCE

With DROPP, your funeral home has a built-in landing page with Spotfund.

Families in need of burial assistance simply text **HELP** to your assigned 800-number to receive a fundraising code.

Within 24 hours, their campaign is live, and donors can make direct contributions via text message.

All funds are sent directly to your funeral home and are accessible within 24 hours.



**\*spotfund**

# SIMPLIFY YOUR PROCESSES

We provide your funeral home with digital guestbook services that allows us to do two things:

- Send mobile thank you cards on your behalf
  - Text, photo, or video
- Build a database of every visitor that has attended a service at your establishment



# MARKETING

We market your funeral home's fundraising assistance platform via text message to **thousands of families in your area.**

This ensures that whenever there is a local family in need of help, your funeral home will be at the top of their mind.



# TEXT MARKETING STATISTICS

SMS has an **average open rate of 98%**. SMS has a click-through rate of 19%. SMS can generate \$71 for every dollar spent. Ninety percent of people respond within 30 minutes of getting a message. Jun 6, 2024



Forbes

<https://www.forbes.com> › Innovation



Unlock Business Growth With SMS: Why Texting Is Essential

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# PARTNER BENEFITS



## Increased Bookings

We do all the marketing and direct clients to your establishment. More bookings = more revenue!

## Digital Guestbooks

Save money on print/mail. We send digital Thank You Cards on your behalf to every person who attends a service at your funeral home.

## Competitive Advantage

Offer a service that other funeral homes do not. This gives families a reason to choose your establishment.



# DROPP PRICING

Basic	Standard	Pro
\$99/week	\$199/week	\$299/week
Fundraising Assistance	Fundraising Assistance + Digital Guestbooks	Fundraising Assistance, Digital Guestbooks, + Marketing

- \$300 One Time Set-Up Fee
- No Contractual Obligations
- 90 Day **Money Back Guarantee**