



Government
Frameworks.com



Turning Cemetery Cost Centres into Municipal Revenue

USING MODERN CEMETERY MANAGEMENT FRAMEWORKS

Municipal Cemetery Modernization
delivered by Government Frameworks

TRANSFORM YOUR CEMETERY FROM A COST CENTRE INTO A REVENUE CENTRE

Municipal cemeteries are essential community assets, but they often operate under a traditional business model that creates financial challenges. Revenue is typically generated through the sale of burial plots, interments, and monument permits, while ongoing maintenance costs continue indefinitely.

Existing, inefficient business models create a situation where income is largely fixed, but expenses continue to rise over time.

As the owner and operator of a cemetery, a municipality is responsible for regulatory compliance, records management, perpetual care, and the long-term preservation of the grounds. These obligations require significant resources and funding long after the initial sale has occurred.

Create New Revenue Opportunities

Modern cemetery management technology provides municipalities with the opportunity to diversify revenue streams while enhancing services for families and visitors.

By implementing Digital Cemetery software, cemeteries can improve operational efficiency, reduce administrative workload, and introduce new value-added services that generate ongoing revenue.

Improve Operational Efficiency

Digital Cemetery software streamlines day-to-day operations by:

- Digitizing cemetery records and historical data
- Providing online burial and plot management
- Enabling work order and maintenance task management
- Allowing families to purchase services online
- Help visitors locate loved ones with an interactive "Walk to Grave" feature
- Reduce staff time on manual record searches and administrative tasks

These services create new revenue streams while providing meaningful ways for families to honour and remember loved ones



Generating Additional Revenue

A PATH FORWARD

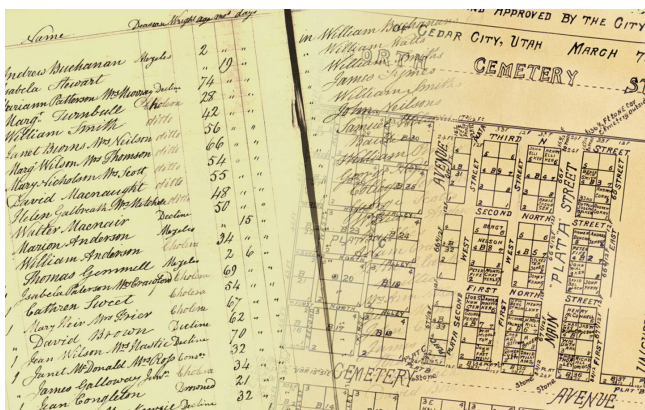
Introducing new services create new revenue streams while providing meaningful ways for families to honour and remember loved ones.

GOVERNMENT FRAMEWORKS DELIVERS REVENUE GENERATING SOLUTIONS FOR CEMETERIES INCLUDING:

- Digital memorials and online obituaries
- Genealogy and family history services
- Memorial benches and tree dedication programs
- Ongoing gravesite care packages

SUSTAINABLE CEMETERY MANAGEMENT

By combining operational efficiencies with new service offerings, municipalities can reduce the financial burden of cemetery operations and move toward a more sustainable model. The result is a cemetery that not only preserves community heritage but also generates revenue to support its long-term care and growth.



SO...HOW DO WE APPROACH IMPLEMENTING NEW SYSTEMS AND OFFERING NEW SERVICES TO RESIDENTS?

The following page provides a road map to a new approach to cemetery management and services. ►

First, integrating your existing systems

Our cemetery management system integrates common municipal systems ensuring transactions flow directly into municipal accounting systems.



ACCOUNTING SYSTEMS

- Microsoft Business Central
- Vadim iCity
- Diamond ERP / Great Plains
- Other finance systems

CREDIT CARD PAYMENTS

Secure online payments:

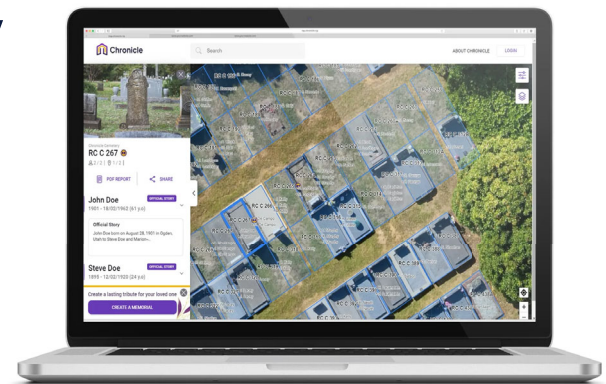
- Plot purchases
- Burial fees
- Reservations
- Genealogy services

Next, Identify REAL Availability

Digital cemetery mapping with GIS and internal mapping systems.

Online Mapping Benefits Include:

- Accurate plot visualization
- Improved burial planning
- Better access to cemetery information



Finally, offer value added services with a simple communications plan

Cemetery services are not a single event but a process that allows family and friends to grieve and honour their loved ones. Ongoing scheduled value added services can help them with that process for years to come.

AT THE TIME OF BURIAL OR SERVICES

- Digital memorials and online obituaries
- Genealogy and family history services
- Memorial benches and tree dedication programs

ONGOING SERVICES

- Gravesite care packages
- Memorial and remembrance products
- Enhanced visitor experiences through digital engagement tools

A Timeline of Revenue Generating Services and Communications

PRE-SERVICE/BURIAL ACTIVITIES

- Identifying Available Plots
- Sales of Plots to Public
- Digitizing, collecting and organizing existing records (both hand written and digital)

SERVICES AND BURIAL ACTIVITIES

- Sales of Plots
- Interment Services
- Digital memorials and online obituaries
- Genealogy and family history services
- Memorial benches and tree dedication programs

POST SERVICE/BURIAL ACTIVITIES

Carefully crafted, incremental email, social and direct mail campaigns can generate awareness and additional revenue while respecting the sensitive nature of remembrance.

Early Spring Offering

- Gravesite Care Packages
- Flower Placement

Fall Offering

- Gravesite Care Package-Fall Clean Up
- Flower Placement

Ongoing offers (6,9, & 12 months after burial services)

- Gravesite Care Packages
- Flower Placement
- Memorial and Remembrance Products
- Genealogy and family history

Contact us today to explore the power of our Cemetery Management solution. Let's help your community work smarter!

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