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Your Columbarium Project Source™

COLUMBARIUMS: A MEMBERSHIP TOOL

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Every non profit organization seeks new and creative ways to grow and sustain memberships. The columbarium is emerging as viable method. Technically, a columbarium is a structure comprised of small vaults (niches) to contain cremated ashes. But to individuals, it is an affordable burial option. To members of an organization or their next-of-kin, it is a meaningful burial option.

Statistics show that most people and their families prefer a permanent burial place. It creates a permanent memorial and a way for next-of-kin to be with the deceased. Furthermore, burials are moving away from institutional cemeteries to venues with personal significance. These locations may be churches, schools, hospices, etc.

A columbarium can increase membership and membership retention in several ways. For people who already belong to an organization, a columbarium niche purchase creates yet another tie. For people looking for a community to join, a columbarium niche purchase provides an introduction and a connection. For the deceased's next-of-kin, it creates a permanent attachment to the organization. If a columbarium is available to non-members, it leaves an opening for future membership.

An organization enhances the function of a columbarium in addition to personal relevance. It provides a stable, maintained, frequented resting place. It can provide a true sanctuary. It provides a strong source of personal emotional support for next-of-kin. Some organizations even offer a death care ministry. It can also provide a living memorial if the organization conducts a yearly memorial service for columbarium occupants – citing names and life contributions.

Death is part of every one's life. By acknowledging and supporting this facet of life, organizations can create a legacy of caring, which is the core of membership development.

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