



Your Columbarium Project Source™

START COLUMBARIUM FUNDRAISING TODAY

Paul Pinigis, Architarium, COO

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When is the best time to start columbarium fundraising? “Yesterday” is a common response. But today is tomorrow’s yesterday, so “today” is an even better response!

Starting columbarium fundraising early has many advantages. For example:

- **It allows planning.** Columbarium fundraising involves strategy, planning events and purchasing related materials. You will need time for these activities.
- **It raises awareness.** Awareness through fundraising allows people to internalize the idea of a columbarium burial, which takes even more time.
- **It allows people to give when convenient or affordable.** A multi-faceted fundraising strategy also allows people to give repeatedly.
- **It may encourage outright donations or estate giving.** You are able to educate and engage donors in the estate planning process by sharing information about your columbarium project.
- **It minimizes or eliminates the need for loans.** You are able to develop community support for the project and raise funds with those that will directly benefit, which is always preferable to costly loans.
- **It makes money available when construction is ready to begin.** Money has a way of accumulating nicely over time. The funds can even be put into a short-term, interest bearing account allowing you to build the funds needed to begin the project when you are ready.

Pre-selling niches is another way to raise columbarium funds. Paul Pinigis of Architarium notes “There are two keys to success: making your community aware that niches are available for sale and that niches have actually sold. Informing your members that niches have sold can create social proof, interest, and, ultimately, demand.”

To protect columbarium funds, you can put them in a separate ledger account designated for capital improvements. Commercial organizations need to note that some states require

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pre-sold columbarium niche funds be put into an escrow account, per the Federal Trade Commission's Funeral Rule. Learn more at:

<http://www.ftc.gov/bcp/rulemaking/funeral/index.shtm>

Raising funds for a capital improvement campaign is exciting to a community. You will likely find that people want to be a part: both as donors and volunteers. A columbarium project brings people together for an excellent and lasting cause.

For more information, contact Architarium for our popular Columbarium Funding Primer by email at sales@architarium.com or by phone, toll-free, at 1-888-310-2038.

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