



## Cremation on the Rise

Industry reports from IBISWorld, NFDA, ICCFA and CANA have noted the continuous rise in cremations this decade. While some debate the factors such as baby boomers passing, decreased number of plots in cemeteries, or rising costs of burial, the fact is that mortuaries and cemeteries confirm that people are requesting more cremations over burials for their final arrangements.

Customer desires are changing and churches, cemeteries, and mortuaries can adapt and thrive with the change with compassion (as they have always done) and a little creativity in product offerings such as:

- Cenotaphs next to scattering gardens
- Anniversary ceremonies, celebrations of life and memorials at niche garden

- Columbarium walls and structures
- Working harder to keep cremated remains in a location where family and friends can honor them at their local churches and cemeteries.

Drew Lovelace, MBA  
Vice President/CAO  
Columbarium by Design

## 4 Essential Tips to Ensure Your Church Website is Read

### 1. UPPER-LEFT CORNER

Visitors are looking for a simple confirmation that they're at the correct website. Confirm that they're at the right place by putting your logo here.

### 2. HEADER

People look for a header area that runs to the right of the logo at the top of the page. They expect to see a menu to the bottom-right of the header. Churches often use this space for important information like service times, locations, and directions as most congregation and community members visiting the website would want this information regularly.



### 3. MAIN CONTENT AREA

The main content area is where the content is delivered to the reader. It's typically in the center below the header. Because the average person spends eight to 10 seconds on a page, they want this content to be what they expect.

### 4. INDIVIDUAL PAGES

Thanks to our migration to mobile devices (phone and tablet) to access our web content, websites need to be as easily viewed on a small screen as on a large desktop monitor. This design type is called "responsive".

Gordon Proud  
www.shelbysystems.com



## Nest Camera

Get a Nest Camera for \$200. I put one in my office window pointing at the parking lot and I can view it through my smartphone. I bought it so that from the comfort of my house I could see how deep the snow was at the church over the winter. We put a snow gauge in the parking lot so we can know exactly how much snow fell. In the spring we had a violent hailstorm which the camera captured – that video evidence helped the church get a new roof paid by the insurance company.

But there are other unintended benefits:

1. When either the power or wifi goes out, I get an email stating the camera is offline so I'll know there is a problem at the church I need to address.
2. The camera is pointed at our multisite trailers which have a lot of expensive equipment. If someone steals the trailers, I've got the whole thing and their truck on video.
3. Multiple people can view the camera and the 10 days worth of recordings so my facilities manager knows what's going on from his home.

My InfoTech director wants a camera to monitor the server room. Cameras such as these have multiple uses – be creative (and careful to avoid legal issues) with this technology.

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## Limiting Liquor Liability Exposure

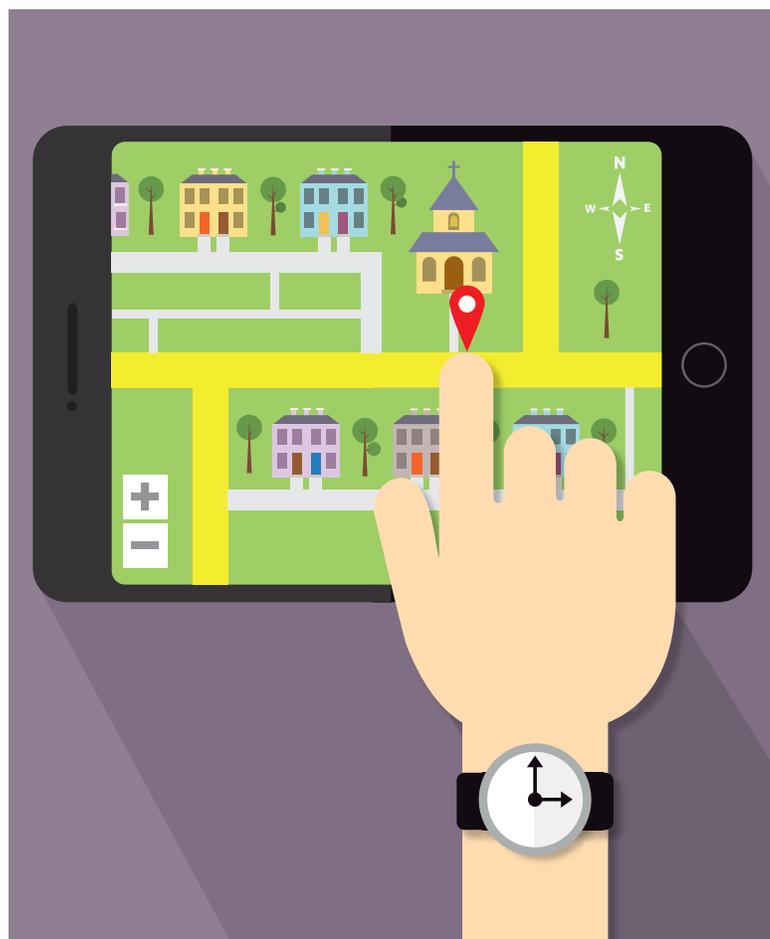
To support the budget and serve the community, churches occasionally rent meeting halls, conduct social activities or hold fundraising events. If these events include the sale/serving of alcohol, the following steps are recommended to help reduce liquor liability exposures:

- Obtain proper liquor permit/license
- Instruct alcohol servers attend a training program (i.e.: TIPS, TAMS, RAMP)
- Require patrons to show proof of age – when in doubt, do not serve
- Provide ID bracelets to distinguish people of legal drinking age
- Institute a drink limit
- Limit the event timeframe
- Observe patrons for signs of intoxication
- Do not serve alcohol to anyone showing signs of intoxication upon arrival or to those who may have consumed too much alcohol on the premises
- Implement a designated driver program
- Contact law enforcement if an intoxicated person gets in their vehicle



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Betty Norman, Director of Risk Control  
 Glatfelter Religious Practice



## 3 Turnaround Tips for a Shrinking Church

80% of churches are in decline or stagnation. Most communities are growing while local churches are shrinking. Let's turn that around!

Here are 3 turnaround tips if you find your church shrinking:

1. Focus on your audience. Engaging a community requires knowing the people and their needs. Look at your congregation and identify where they live and why they come to church. Focus on those areas in your community.
2. Focus your message. Consider the solutions you have for your community's needs. Become known for one or two solutions by focusing everything you do around those keywords. Search engines will direct people to your church website as people seek those solutions.
3. Focus your Digital Hub. Email, Social media, and your Website should be your main way of communications. They'll reach farther for your dollar than print materials will. People seek solutions.

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