



Web-Based Fundraising Service Introduced for Funeral Industry

A new web-based service for the funeral industry, InLieuOf.com, has been announced. InLieuOf.com offers a secure donation platform that allows extended family and friends the ability to make online donations and share memories with families that have experienced the loss of a loved one.

"InLieuOf.com was conceived after months of brainstorming about ways to provide a better and more compassionate experience to families facing the loss of loved ones," said Greg Clark, co-founder of InLieuOf.com and owner of Church Funeral Services and Crematory. "As we have all experienced loss, we intimately understand the value of compassion and caring for the needs of others through the hardest times of their lives."

InLieuOf.com is a tool that provides a secure way for relatives and friends to assist families with burial costs, with monies going directly to the funeral homes. This model relieves what can be a significant financial burden from the shoulders of families, with confidence that the monies are being properly used to ease a grieving mind.

"Unlike other crowdsourced donation platforms, all funds generated by InLieuOf.com contribute directly to the objective of the fundraising effort, whether it be funeral costs or a memorial like a headstone, bench or plaque in the deceased's memory," Clark added. "Families often experience financial difficulty in affording a proper memorialization of a loved one. InLieuOf.com gives families one less thing to grieve about."

Funeral homes and associations are encouraged to visit www.inlieuof.com or contact Greg Clark, 225-308-6818 or greg@inlieuof.com, for more information.