

Partnership Outreach Email Template

An email template, for funeral homes, for starting a referral partnership with any local business or organization. Swap out the bracketed fields, keep it short, and send it from your business email.

1 Pick a subject line

A local partnership idea for [Their Business]

Helping [City] families, together

Quick question from [Funeral Home Name]

2 Send the first email

Hi [First Name],

My name is [Your Name], and I'm the [Your Title] at [Funeral Home Name] here in [City]. I've heard great things about [Their Business]. I especially love [something specific you admire].

We serve families during one of the hardest times of their lives, and many of them need [what they offer]. I'd love to have someone to point those families to, who I trust and believe can truly help them. I think your business is a great fit and would like to explore a mutually beneficial partnership.

Here are a few ideas on how we could work together:

Referrals: We share your information with families who need [their service], and you share ours with [the people they serve].

Advertising: We display each other's brochures in our lobbies and list you on our website's resources page.

Events: We co-host a [workshop / info session / community event] on [topic].

Would you be open to a 20-minute coffee or call in the next couple of weeks? I'm happy to visit in person at [Their Business]'s location as well.

Thank you,

[Your Name]

3 Follow up in 5 to 7 days

SUBJECT: RE: [ORIGINAL SUBJECT]

Hi [First Name], I wanted to follow up on my note from last week. I know things get busy, so no pressure at all.

If a partnership sounds interesting, I'd love to grab coffee this week. Either way, we're always glad to be a resource for [Their Business] and the families you serve.

Thank you,

[Your Name]

