



The Value of Flowers and Plants In Sympathy Tributes

A funeral without flowers is a big step toward no funeral at all.

Sympathy Flowers



People express sympathy for loved ones in a variety of ways. One tradition that has been part of nearly every culture throughout history is sympathy flowers.

Research has proven that flowers and plants not only brighten and warm a funeral or memorial service, but can also have a positive impact on the emotional well being of the bereaved.

According to research by Rutgers University and Harvard University, **flowers increase feelings of compassion and happiness, and people feel less depressed, anxious and agitated in their presence.** Such compelling research shows flowers can be a critical part of the bereavement process.

The “Funeral Directors and Flowers” study conducted by the Floral Marketing Research Fund (FMRF) is a comprehensive report for florists and funeral directors with advice on how to better serve the needs of both their customers. Download your FREE copy at floralmarketingresearchfund.org.



Talk to your local florist and use the resources found in the “Funeral Directors and Flowers” study to create a memorable, healing experience for your customers.



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Alternative Phrases to “In Lieu of Flowers”

As part of making funeral arrangements, family members sometimes designate a charity or other organization to receive financial contributions given in memory of the deceased. Often this request is made “in lieu of flowers.”

Those who honor their loved ones with charitable contributions rarely want a service completely devoid of flowers. Using “in lieu of flowers” phrase runs the risk of just that. Please consider avoiding the phrase in the death notices you write.

It is possible to recommend donations without that phrase. Here are some suggestions:

- Memorial contributions may be made to ...
- The family suggests memorial contributions be sent to ...
- Should friends desire, contributions may be sent to ...
- Memorials may be made to the charity of your choice.
- As an expression of sympathy, memorial contributions may be sent to ...
- The family has designated ... for memorial contributions.
- Remembrances may be made in the form desired by friends.
- Flowers are welcome; Contributions may be sent to ...

Thank You!

On behalf of the Floral Industry, we appreciate:

- The TIME you take to receive floral arrangements and place them.
- The EFFORT you make to keep flowers beautiful, often through several days
- The HELP you give families, including collecting cards so acknowledgement cards can be written
- The TRANSPORTATION of flowers to churches, nursing homes, hospitals, and to the gravesites so those services may be more beautiful.
- The EFFORTS you make to communicate with florists, working with them to address mutual concerns.



Get the FREE 
**downloadable “Funeral Directors
and Flowers” report
to learn what other funeral
directors think about floral
sympathy tributes.**

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