

PARTNERSHIP PROGRAM

Mortuary White Label Program

Offer grieving families a meaningful, lasting tribute — beautifully printed memorial photobooks created collaboratively by everyone who loved them, branded under your funeral home.

partnerships@collabooks.com | (255) 352-6258

collabooks.com/mortuary_white_label

OVERVIEW

What is the White Label Program?

The CollaBooks Mortuary White Label Program allows funeral homes, mortuaries, and memorial service providers to offer a fully branded collaborative memorial photobook platform to the families they serve. Your logo, your colors, your name — powered by CollaBooks technology behind the scenes.

When a family begins planning services, you introduce them to a private, easy-to-use memorial page where family members and friends can contribute photos, stories, captions, and messages from anywhere in the world. Those contributions are compiled into a professionally designed, hardcover memorial photobook that families can treasure for generations.

There is no technology to build or maintain on your end. CollaBooks handles the platform, printing, fulfillment, and support — you provide the relationship and the brand.

Your brand, everywhere Logo, colors, and name on every touchpoint	Zero tech overhead No developers, servers, or maintenance
New revenue stream Earn on every book printed through your platform	Collaborative from anywhere Family and friends contribute from any device
Memorial fund integration Pair books with charitable donation campaigns	Differentiate your business Stand out with a modern, family-centered service

FOR FUNERAL HOMES

Why partner with CollaBooks?

Memorial photobooks are one of the most valued keepsakes a family can receive after losing a loved one. By offering this service directly, your funeral home becomes more than a service provider — you become part of the healing process.

- **Deepen family relationships** — Provide a tangible, lasting gift that families associate with your care. Memorial books become heirlooms passed down through generations.
- **Create a new revenue stream** — Earn on every book printed. Offer books as a premium service, bundle them in packages, or provide them complimentary with top-tier arrangements.
- **Differentiate from competitors** — A branded memorial photobook platform immediately positions your business as modern, thoughtful, and family-centered.
- **No technology required** — CollaBooks manages the entire platform. Your team simply introduces the service to families during arrangement meetings.
- **Collaborative from anywhere** — Contributors add photos and stories from their phones, tablets, or computers — perfect for families spread across the country.
- **Memorial fund integration** — Families can pair their book with a charitable donation fund in their loved one's name, adding another meaningful service to your offerings.

PROCESS

How it works

1 Family meets with you

Introduce the memorial photobook during arrangement planning. Provide the family with their unique project link or QR code.

2 Contributors add memories

Family, friends, and community upload photos, write stories, and share messages from their own devices.

3 Family reviews & approves

The organizer arranges the book, reviews every page, and completes a pre-print approval checklist.

4 Books printed & delivered

Professional hardcover or softcover books printed on premium paper, shipped to the family or your funeral home.

THE EXPERIENCE

What families receive

Every family gets a complete memorial experience — not just a book, but a collaborative journey that brings people together during one of life's most difficult moments.

Branded memorial page	A beautiful, shareable project page featuring your funeral home's branding, tribute details, and a simple way for anyone to contribute.
Photo & story collection	Contributors upload photos, write captions, and share memories. Supports images from phones, cloud storage, and social media.
Professional photobook	Hardcover or softcover on archival-quality paper with professional binding. Multiple sizes and cover styles available.
Digital PDF option	A high-resolution PDF of the memorial book to share electronically or print locally.
Memorial donation fund	An optional charitable fund tied to the memorial, allowing the community to contribute to a chosen cause.
Privacy controls	Full control over who can view and contribute. Projects can be invite-only or open to anyone with the link.

YOUR BRAND

Fully branded under your funeral home

Families see your name, your logo, and your identity throughout their entire experience. CollaBooks technology works behind the scenes — your brand is front and center.

What we customize	What we handle
Your logo and brand colors on the memorial page, contributor portal, email communications, and printed book. Custom domain support available.	Platform hosting, contributor experience, photo storage, book layout tools, printing, quality control, order fulfillment, shipping, and technical support.

REVENUE

A meaningful addition to your business

The white label program integrates naturally into your existing service model. Whether you offer memorial photobooks as a standalone premium service, bundle them into packages, or provide them complimentary with top-tier arrangements, the program adapts to your pricing strategy.

Pricing is customized for each partner based on your volume, service model, and positioning. We work with you one-on-one to build a structure that makes sense for your funeral home and your families.

- Premium add-on service — Offer books as an optional upgrade families can purchase
- Bundled into packages — Include a memorial book in your mid-tier or premium arrangements
- Complimentary with select tiers — Provide as a complimentary keepsake with top-tier services
- A la carte family ordering — Families order directly through your branded platform at any time

COMMON QUESTIONS

Frequently asked questions

Do we need technical staff or software?

No. CollaBooks manages all technology, hosting, and support. Your team simply introduces the service to families and provides them with their unique memorial page link.

How long do families have to collect contributions?

There is no hard deadline. Most families collect over 2-6 weeks, but projects remain open as long as needed. Some families continue adding memories for months or years.

Can we offer this to past families?

Absolutely. Many mortuaries introduce the service as a follow-up touchpoint — a thoughtful way to reconnect months or years after services.

How is pricing determined?

Pricing is customized for each partner based on volume, service model, and positioning. We build a structure one-on-one with each funeral home.

Can families order multiple copies?

Yes. It is common for extended family members to each want their own copy. Quantity discounts may be available depending on your partnership tier.

Is there a minimum commitment?

Partnership terms are discussed during consultation. We offer flexible arrangements for funeral homes of all sizes, from independent homes to multi-location operators.

Ready to offer something truly meaningful?

Schedule a no-obligation consultation to learn how the white label program can work for your funeral home.

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