

Sample Outreach Letters to Clergy, Medical Professionals, and Estate-Planning Lawyers
adapt them for use at your Funeral Consumers Alliance!

Dear [name of clergy],

Informing people in your congregation about the importance of preparing wills and advance directives as well as their choices regarding funeral arrangements can be time-consuming and difficult. We can help.

The Funeral Consumers Alliance of [your town] is a volunteer-run, nonprofit, educational organization. We provide information about a wide range of end-of-life issues, including:

- advance planning for medical treatment (living wills and health care powers of attorney)
- hospice and palliative care and choices locally
- objective information on funeral planning to help your congregation arrange funerals that are meaningful **and** affordable.

Please take a look at the enclosed brochures and pass them on to any that may be interested. If you need more, please call us at the number shown below.

Members of our board and volunteer staff are also available as speakers.

Sincerely,

XXXXXX

Dear [Name of estate planner],

With the aging of the American population, advance planning for funeral arrangements is increasingly important. Planning a funeral is not most peoples' idea of a good time, but given the potential expense, it makes eminent sense as part of financial and estate planning. We can help you help educate your clients about their rights when arranging funerals, and how to make sure they're able to choose a send-off that fits their taste and their budget.

Funerals in the U.S. are more elaborate and costly than in most other countries. Planning a funeral *should* be a simple business transaction, a purchase of services. What makes it different from buying a home or a car is the speed with which the decisions must be made, the emotion involved, and that the average consumer has little knowledge and virtually no experience upon which to rely.

The Funeral Consumers Alliance of [Name] is a volunteer-run, nonprofit, educational organization dedicated to promoting informed advance planning for funeral and memorial arrangements. We educate the community about a wide range of end-of-life issues, including:

- advance directives for medical treatment
- hospice and palliative care choices available locally
- objective information on funeral planning to help your clients arrange funerals that are meaningful **and** affordable. We have information on cremation, burial, and anatomical donation for medical research.

We are pleased to send you the enclosed brochures. Please let us know when you need more. We hope that you will share them with those interested in or in need of end-of-life planning. Please think of us as a resource for you and your clients.

Sincerely,

XXXXX

Dear [medical professional],

Educating your patients about the importance of advance care planning is a time and energy-intensive challenge for a busy medical practitioner. Nonetheless, with the aging of the American population, the importance of advance care planning is clear, and almost all of us encourage our patients to prepare wills and advance directives. Planning a funeral in advance may sound somewhat bizarre and possibly shocking, but given the potential expense, it makes eminent sense to give thought to these final arrangements when making decisions about end-of-life care.

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The Funeral Consumers Alliance of [your town] is a volunteer run, nonprofit, educational organization dedicated to promoting informed advance planning for funeral and memorial arrangements. We educate our membership about a wide range of end-of-life issues, including:

- advance directives for medical treatment
- hospice and palliative care choices available locally
- objective information on funeral planning to help your patients arrange funerals that are meaningful **and** affordable. We have information on cremation, burial, and anatomical donation for medical research.

. We hope you'll find the enclosed brochures helpful, and that you'll share them with patients and families who are making end-of-life plans. Please let us know when you need more, and know that we are always available for additional information or to give workshops to your staff.

Sincerely,

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