

An important message regarding the decline in memorialization and what you can do about it.

The 10 funeral service associations, including NFDA, that are members of the Funeral and Memorial Information Council (FAMIC) have united with one voice to create a national education campaign to help consumers understand the importance of meaningful memorialization.

Have the Talk of a Lifetime was developed by FAMIC to help people in your community understand the value of talking with loved ones about life, the things that matter most to them and how they want to be remembered when they die. Have the Talk of a Lifetime will help people see the value in remembering and honoring the unique lives of the people who matter most to them.

It is critical that you get involved in this campaign. With your help, the campaign will be successful and we will begin to change consumer attitudes toward memorialization. Getting involved is easy!

The free, customizable Have the Talk of a Lifetime outreach materials are available online and here at NFDA Central on DVD. There's a how-to guide that will help you determine the best way to share these materials with your community. The centerpiece of the campaign is the customizable brochure; other materials include print and digital ads, a video, social media tools, the Have the Talk of a Lifetime consumer website and more. To get started, pick up your DVD at NFDA Central or visit www.famic.org/campaign (username: famic; password: campaign).

Changing consumer attitudes toward funerals starts with you! The success of the *Have the Talk of a Lifetime* campaign depends on every funeral home spreading positive messages about the importance of talking about what matters most and the value of memorialization. Visit the NFDA website today and help families in your community *Have the Talk of a Lifetime*.

With warm regards,

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