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When Members Show Up, Change Happens: Registration Now Open for 2026 NFDA Advocacy Summit

Brookfield, Wis. – Change doesn't happen on its own – it happens when funeral directors step forward, show up and speak up. That's exactly what members of the National Funeral Directors Association (NFDA) will do during the [2026 NFDA Advocacy Summit](#), taking place April 15–17, 2026, in Washington, D.C.

Open to all NFDA members who want to get involved, the Advocacy Summit empowers funeral professionals – whether first-time advocates or seasoned participants – to play an active role in shaping federal policy that directly affects funeral service, small businesses and the families they serve.

Advocacy in Action Starts With You

The NFDA Advocacy Summit is where policy becomes personal. It's not about watching change happen – it's about making it happen.

During the 2025 Advocacy Summit, NFDA members participated in nearly 200 meetings with Members of Congress and congressional staff. Those conversations helped lawmakers better understand the realities of funeral service and the ripple effects legislation can have on families and communities nationwide.

“You don't need prior advocacy experience to make an impact,” said NFDA President Dan Ford, CFSP, CCSP. “If you care about the future of funeral service and the families we serve, your voice belongs on Capitol Hill. When NFDA members show up together, lawmakers listen and change happens.”

Prepared Voices. Meaningful Impact.

At the Advocacy Summit, NFDA members don't just attend meetings, they drive the conversation. Lawmakers are most influenced by the people who live with the consequences of public policy, and funeral service professionals bring a perspective no one else can.

“Federal policy is shaped by the voices lawmakers hear directly,” said Lesley Witter, MPA, CAE, NFDA Senior Vice President of Advocacy. “When NFDA members share their experiences, it puts a human face on legislation. That insight is invaluable, and it's why member participation is absolutely vital.”

NFDA ensures every participant is prepared to advocate with confidence. Before heading to Capitol Hill, attendees will receive comprehensive information that explains the legislative landscape, outlines NFDA's policy priorities and provides clear guidance on how to communicate effectively with Members of Congress and their staff. While in Washington, D.C., the onsite issues briefing will review essential information, answer questions from members and ensure they are fully prepared for Congressional meetings. Whether it's a member's first time advocating or their tenth, NFDA equips them with the tools, talking points and support needed to make their voice heard.

During the 2026 Advocacy Summit, members will advocate for legislation and policies that directly affect funeral service professionals, the families they serve and the communities they support, including:

- “The Consensual Donation & Research Integrity Act” ([S.1270](#) / [H.R. 2589](#)), which would establish federal safeguards to prevent the unethical trafficking of human remains
- “The Funeral Coverage Act” ([H.R. 2436](#)), aimed at designating funeral expenses as a qualified expense for HSAs, and easing financial impact on families
- Additional [tax-related legislation and veterans burial benefit bills](#) that impact funeral homes as small businesses and the families of those who served

Every congressional meeting helps educate policymakers, and every participant helps move the profession forward.

Three Days of Purposeful Engagement

Hosted once again at the historic Mayflower Hotel, the 2026 Advocacy Summit is designed to prepare, empower and mobilize members.

Wednesday, April 15 begins with registration, followed by a Welcome Session and Issues Briefing that equips attendees with the knowledge and confidence to advocate effectively. The day concludes with a Welcome Reception.

Thursday, April 16 is the heart of the Summit, featuring a Capitol Hill group photo and a full day of scheduled meetings with Members of Congress and their staff. An optional evening city tour offers a shared Washington, D.C., experience.

Friday, April 17 includes an optional wreath-laying ceremony at Arlington National Cemetery, honoring service and sacrifice, before concluding the Summit.

Real Voices. Real Impact.

Participants consistently describe the Advocacy Summit as one of the most empowering experiences NFDA offers.

“I had never advocated at the federal level before,” shared a recent attendee. “NFDA made it approachable, meaningful and impactful. Knowing my voice mattered was incredibly empowering.”

An attendee from the 2025 Summit noted that their favorite part of the event was, “Being involved in the process of advocating for the families we serve.”

Support Every Step of the Way

NFDA will again partner with Advocacy Associates to coordinate congressional meetings, ensuring each participant’s time on Capitol Hill is purposeful and impactful.

Between meetings, members can recharge in the NFDA Welcome Room at the Capitol Hill Club, where NFDA staff and leadership will be available to provide guidance and support throughout the day.

Early Registration Strongly Encouraged

[Registering by the early-bird deadline of February 6](#) gives NFDA and Advocacy Associates the lead time needed to request and schedule meetings with Members of Congress and their staff – an essential step in ensuring members’ voices are heard where they matter most. The registration fee for NFDA members, NFDA member family, state association executives and state association staff

members is \$275 on or before February 6; after that date the price increases to \$375. The price for special excursions is:

- Evening City Tour: On or before February 6: \$99; after February 6: \$149
- Arlington National Cemetery: On or before February 6: \$99; after February 6: \$149

NFDA members are strongly encouraged to register as early as possible to maximize the effectiveness of congressional meeting scheduling. The early-bird registration deadline is February 6.

Participation is open to all NFDA members, their families, and state association executives and staff.

Attendees should plan to [reserve their accommodations at the Mayflower Hotel](#), the host hotel for the 2026 Advocacy Summit, by the hotel reservation deadline Thursday, March 12. NFDA has reserved a limited number of rooms at the discounted rate of \$384 plus tax and fees.

Complete details, registration information and hotel booking links are available at [NFDA.org/AdvocacySummit](#) or by calling 262-789-1880.

NFDA is the world's leading and largest funeral service association, serving 20,000 individual members who represent nearly 11,000 funeral homes in the United States and 49 countries around the world. NFDA is the trusted leader, beacon for ethics and the strongest advocate for the profession. NFDA is the association of choice because it offers funeral professionals comprehensive educational resources, tools to manage successful businesses, guidance to become pillars in their communities and the expertise to foster future generations of funeral professionals. NFDA is headquartered in Brookfield, Wis., and has an office in Washington, D.C. For more information, visit [NFDA.org](#).

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