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Media Contact: Jessica Koth, 262-814-1536, JKoth@NFDA.org

New Remembering A Life Conversation Cards Introduced to Help Funeral Professionals Work With Families to Plan Meaningful Funerals

Suite of Conversation Cards Now Covers Every Step of the Journey: Preplanning, Funeral Planning and Aftercare

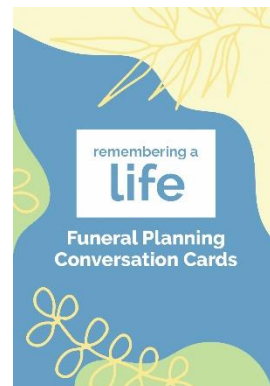
Brookfield, Wis. – Remembering A Life, the consumer education initiative of the National Funeral Directors Association (NFDA), has introduced two new decks of conversation cards that funeral directors can use to inspire the families they serve to plan meaningful tributes to loved ones.

Remembering A Life Funeral Planning Conversation Cards are brand new to the Remembering A Life Conversation Card suite. These conversation cards help families and friends create a safe, comfortable environment for having a conversation about a person's final wishes and help them plan a meaningful tribute for themselves or a loved one with the guidance of a funeral professional.

This deck of 52 thought-provoking questions will help get the conversation started and help put family members and friends at ease while talking about a topic that may generate a variety of emotions. Questions cover five key areas.

- Talking About Death
- Your Body
- The Service
- Honoring Your Life
- The Details

Each card goes beyond the question itself, offering thoughtful prompts and helpful information to guide a discussion. Families will find insights about the value of a viewing, the benefits of preplanning and why connecting with an NFDA-member funeral home can make a difference.



“Inspiring people to have meaningful discussions about death and funerals isn’t easy,” said Gail Marquardt, vice president of consumer engagement for NFDA. “These decks help family members and friends create a safe, comfortable environment for having a conversation about a person’s final wishes and guide them in working with a funeral professional to plan a meaningful tribute for themselves or a loved one.”

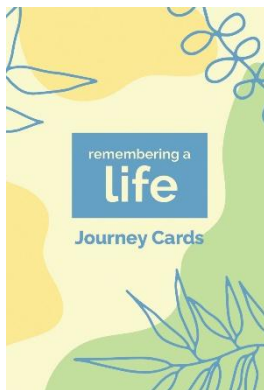
Funeral professionals can use the cards as a preneed tool, during the arrangement conference as conversation starters or as a giveaway for a workshop or open house.

Have the Talk of a Lifetime Conversation Cards have been reimagined and redesigned with new content and additional prompts to help family and friends get to know each other better so when it’s time to create a tribute for a loved one, they are better prepared to make it meaningful. Each of the 50 questions invites people to share stories about meaningful moments, relationships, objects, adventures, accomplishments and more. Additional prompts invite them to further explore their

answers to each question, encouraging them to share their stories with others, pull out meaningful mementos or do an activity related to their answer.

“Funeral directors have embraced Have the Talk of a Lifetime Conversation Cards since they were introduced nearly ten years ago,” said Marquardt. “We were excited to give them a new look and include expanded content to further enrich families’ experiences with the cards. The questions and prompts in this deck help families create a service that beautifully reflects an individual’s interests, passions, relationships and accomplishments.”

For funeral professionals, Have the Talk of a Lifetime Conversation Cards are the perfect preneed and storytelling tool. Funeral professionals can use the cards as a preneed/lead generation tool, as conversation starters during the arrangement conference and in the funeral home waiting area. The cards are also the perfect thank-you gift for visiting a funeral home open house or preplanning workshop.



The new decks complete a set of three conversation card decks that also includes **Remembering A Life Journey Cards**, which feature 52 ideas for remembering loved ones in meaningful ways. This deck helps family members and friends as they explore their grief journey, offering simple yet meaningful ways to keep a loved one’s memory close.

All three decks of conversation cards are available at [NFDA.org/Store](https://www.nfda.org/store). The decks are \$10 each for NFDA members and \$15 each for non-members. Quantity discounts are available, and decks can also be customized with a funeral home logo.

Funeral professionals attending the [2025 NFDA International Convention & Expo](https://www.nfda.org/convention) in Chicago can visit the Remembering A Life booth (1831) for free sample packs and can purchase full decks at the convention as well.

For more information about the Remembering A Life resources available to funeral professionals, including the Remembering A Life Idea Guide for Funeral Professionals, visit [NFDA.org/RememberingALife](https://www.nfda.org/rememberingalife).

About Remembering A Life

Remembering A Life helps individuals and families remember their loved ones in meaningful ways, helping to keep the memory of loved ones alive and assisting family members and friends in moving forward in their grief. Remembering A Life educates families about the value of a funeral and helps them find an NFDA-member funeral director ([RememberingALife.com/FindAFuneralHome](https://www.RememberingALife.com/FindAFuneralHome)) to help them create a meaningful service. The initiative also helps them as they begin the grief journey following the death of a loved one. Resources include the Remembering A Life website ([RememberingALife.com](https://www.RememberingALife.com)), a podcast, book club, blog, conversation cards and thoughtful gifts for grieving family members and friends. Remembering A Life is a consumer education initiative of the National Funeral Directors Association. Follow Remembering A Life on [Facebook](https://www.facebook.com/RememberingALife) and [Instagram](https://www.instagram.com/RememberingALife).

About the National Funeral Directors Association

NFDA is the world’s leading and largest funeral service association representing 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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Editor's Note: Members of the media may request complimentary decks of Remembering A Life Conversation Cards from NFDA Director of Public Relations Jessica Koth: 262-814-1536 or JKoth@NFDA.org.