



Funeral Consumers

ALLIANCE

Protecting a consumer's right to choose meaningful, dignified, and affordable funerals since 1963

July 2014

Dear friend,

I was on the phone recently with the president of People's Memorial Association, the Seattle-based sister group to the Funeral Consumers Alliance of Western Massachusetts. We talked about what it was like to "do" funeral consumer advocacy, and how important it is to stay connected with each other in this "strange" corner of consumer advocacy. Everyone could use some help planning for the end, but few outside our circle will even bring up the topic.

"Heck, in this line of work, we need to stick together," said PMA's president.

Yes, we do. That's why the national Funeral Consumers Alliance is co-sponsoring this edition of your local newsletter. And now I'm going to ask you to help sponsor future issues! If you haven't met the awesome volunteers who make FCAWM work, let me tell you, they put their heart and soul into it. Producing funeral price surveys to help you control costs, fielding calls and emails from grieving people in your community, and more.

Take Sandy Ward, for example. She's your FCAWM president and newsletter editor. And she travels at her own expense to our national conferences to bring back new ideas about natural burial, alternatives to cremation, and about how to speak effectively for families' interests when rules and laws in your state affect your choices and the price you pay for that final send-off.

You make this happen. Like all nonprofits, FCAWM needs money to carry out its mission. Unlike more popular charity groups, we don't have "adopt a kitten" appeal. Folks aren't banging down our doors to support our work.

Please give generously to FCAWM with the enclosed envelope. You *are* the funeral consumer movement. When you give, you're not only helping ensure newsletters like this continue, you're also making sure grieving people you may never meet have a friend to turn to for advice. This is important, really important. I know you agree.

When you send that donation, be sure to check the box that says, "Yes! I want to receive *The Grim Reader!*" I'll send it to you directly from our national office in Burlington, Vermont. Make it do double-duty—when you're done, give it to a friend. Leave it with the magazines at the doctor's office. Show it to your friends. It doesn't take much to be an ambassador for one of the most important but neglected topics in any family's life!

With gratitude,

Executive Director
Funeral Consumers Alliance, national office