

Cooperative Funeral Fund Inc.

It's My Funeral I Can Plan It if I want To

as seen in:



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Viewpoint

By Ann Marie St. George



“It’s My Funeral I Can Plan It If I Want To”

Why the heck would I ever want to plan my own funeral?

Practice what I preach, LOL.

Are you kidding me? I have plenty of time to worry about my own funeral.

Right now, I am focusing on convincing everyone else around me to prearrange their own.

Honestly, I like messing with those that love me, so let them figure it out when the time comes. I am certainly not in the mood to be helpful. I have too much other crap on my plate.

My internal dialogue, which is very amusing to me, is not always helpful! Whether or not we are willing to admit it, we all tussle with that little voice in our heads that makes

comments on everything we do every waking moment. I like to call my sassy inner voice “Sally Sarcasm.” I find an effective way to make my point is through sarcastic humor. I find sarcasm is all about the context and tone of voice, which is obviously more effective verbally – not an easy task in this world of texting. If I could only get people to pick up the phone. What may take me five seconds to communicate on the phone equates to about 20 text messages, 30 if you count the emojis, oh and 45 if you count my LOL (Sally Sarcasm, remember). Wait, I

almost forgot that part where I try to re-explain what the text meant, yup that would take a few thousand more ... ugh.

OK, OK we are here to talk about preplanning one’s funeral, yes, I know you just checked out and your inner voice is saying, “Blah, blah, blah ... OK funny girl, whatcha got that I haven’t already heard?” Actually, probably, nothing! The problem – if I can call it that – with preneed is that many of us feel like we have heard everything there is to hear about the benefits of prearranging one’s

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funeral. Attending a ton of seminars and reading a nauseating number of articles on the topic just doesn’t seem to motivate us. So, why spend all that time learning about the benefits of preneed if you have no intent on sharing your newfound knowledge?

I know, I know I am preaching to the choir, a choir that needs to get off the pulpit and down into the pews with the rest of the congregation. We cannot afford to ignore the value of preneed to the future of our business. It may sound foreign to your ears, but we have turned into “exit event” coordinators. The one phrase that I hear

day in and day out from the mouths of “Joe Public” is “Celebration of Life.” It does genuinely sound so much better than “going to a funeral.” Why not broach preneed as if you are planning an event that will help those left behind heal rather than wallow in their grief.

I am not saying that no one should be sad, I am just saying we funeral professionals need to pull the focus away from the depressing part toward that part that tells the story of one’s life. Unique, fun and dignified are all options.

So now that I have you thinking a little outside the proverbial

sarcophagus what is stopping you from committing to some type of preneed program? Why not reach out to the community by opening conversations surrounding one’s final wishes? Hmm, maybe it is that mischievous self-doubting inner voice of yours? Forget that internal voice and find your choir voice belting out a little “Don’t Fear the Reaper” by Blue Oyster Cult or if you are feeling a little extra sassy, “Another One Bites the Dust” by Queen, or one of your own favorites. Hey, I did say I call my inner voice Sally Sarcasm. Just stop “thinking” about it and get out there! •

