Dear NAME

Like you, I am passionate about ensuring people receive the very best care and support when a loved one dies.

Funeral services, whether in a church or chapel, perform a vital role in the vast majority of grief journeys, enabling bereaved families to begin making sense of their loss.

But in recent years, a trend has emerged in funerals that is leaving many in our profession feeling uncomfortable. I’m referring to direct or unattended cremations and burials, which now account for around one in six funerals.

Naturally, we celebrate and defend people’s right to choose the funeral they want.

However, bereavement counsellors we work with are increasingly concerned about the growing number of clients who are experiencing regret and distress as a result of a relative choosing a direct cremation.

It’s against that backdrop that I write to you today.

I’m keen to ensure people in our community understand what a direct funeral involves and what it doesn’t. By raising public awareness, we can empower people to make informed choices when they say goodbye to a loved one.

At TIME on DATE, I will be delivering a talk to GROUP NAME at VENUE. I wonder whether you would be interested in joining me to give your perspective.

Alternatively, if you are unavailable on this date, I would still value a conversation with you about how we can better support those in our care in an era of change.

I look forward to hearing from you.

Yours sincerely

NAME