

## From the Desk of Danielle Knapp, CEO Part 4: McKee Wallwork & Co Study

Similar to 2011, there continues to be a shift away from religion today. As a result, people want fewer religious and traditional funeral elements. Close to 60% of respondents identified as Christian, and the average number of times people go to religious services in a year is 24. About 1 in 4 said they don't want their funeral to be religious. However, 48% want clergy or a place of worship involved in their funeral, and 47% think a spiritual leader should be there to officiate.

*Finding #4 of the McKee Wallwork study shares the religious shift in funeral service.*

This week we bring you the fourth in this series, to read the entire study see the additional PDF document attached to your email containing this Insider.

**Disclosure: The Data presented reflects the national consensus. This report merely presents the most important facts compiled from the raw data of participants' answers. The statistics and figures represent people's actual perceptions, attitudes, and thoughts, not the actions being taken or what's happening in the funeral home. Whether or not you let these findings and insights influence your business decisions is entirely up to you.**

**McKee  
Wallwork**



## Changing the Funeral Industry – From an Insider

*Whether due to people living longer, or the decline of churches, there is a rise in describing what is otherwise known as your typical funeral as "celebrations of life."*

*Paul Daffey, a Freelance Journalist turned Funeral Director, has an interesting take on why this might be.*

Although families always grieve after the loss of a loved one, many find the week leading up to a funeral to be rewarding: family and friends come together to commemorate the life and celebrate the person loved and lost. Exchanging stories is now the new norm in most cases, and the celebration of life is no different.

The eulogy and the tributes outline the stories of youth and later years. Photo reflections are always popular. Since people are living longer, it's also becoming more popular to "pre-arrange" your wishes to alleviate stress from surviving family members. Everyone is entitled to their dignity. Making that process easier allows for your celebration of life to be tailored to your life; whether you'd prefer a traditional, religious service or a celebration with a lighter touch that is tailored to fit what you choose to be remembered as.

To read the full article, click here: [Changing Face of the Funeral Industry](#)

## Upcoming C.E. & Events

*Featured Education Sessions  
in Partnership with  
Community Educators*

**12/5/23**

**1 pm – 3:45 pm**

**Social Security Review  
and Taxation of Benefits**

**12/12/23**

**1 pm – 3:45 pm**

**The Real and Ethical Side  
of Identity Theft**

**12/13/23**

**9 am – 11:45 am**

**The Ethical Mindset of  
Insurance**

**12/20/23**

**9 am – 11:45 am**

**Understanding  
Unconscious Bias**

Register here:

<https://communityeducators.net>



## Preparing for Upcoming National Celebrations and Awareness Days

### Women Support Women Day – December 1<sup>st</sup>

This day is an opportunity to build upon previous generations' hard work. First recognized in 1909, women have marched for better hours, better pay, voting rights, equality for all, and to end violence against all women. Today, we celebrate women's empowerment, women's achievements, and stand together in solidarity while putting an end to the misogynistic ideology that women are jealous and envious of each other and nothing more. There are so many ways to appreciate the many women in your life; from sending a bouquet, to donating to the cause, or even writing words of appreciation.

For more information, visit: [Women Support Women Day](#)



### Spiritual Literacy Month – December

The goal of this month is to read at least one book on spirituality. Take this opportunity to open your mind to the many different faiths or religions out there. Remember, you can be spiritual without being religious! But if you're curious about increasing your knowledge, read about what awakens the souls of the people around you. If reading isn't your thing, you can always volunteer to teach and enlighten others about your spiritual values OR visit different spiritual gatherings and participate in their activities.

For more information, visit: [Spiritual Literacy Month](#)

## Holiday Shopping: Humdrum or Hooray?!

### *It's that time of year again...*

With Thanksgiving in our rearview mirror, many of us feel one way or the other about the upcoming holiday season. Are you someone who takes delight in holiday shopping, or are you dreading the long lines and crowded stores? Do you get your shopping done online, a la The Covid Years™? No matter which kind of holiday shopper you are, take a minute to remember the following:

### Make a list, and check it twice

Whether you love or hate to shop for the people you love, making a list is the best advice we can offer you. Who are you shopping for? What do they need? What do they want? Do those two categories intersect? If Aunt Shirley only loves slippers, have you made sure she's not getting them from the rest of the family? Taking the pressure off yourself by making a list will hopefully make your experience more enjoyable!

### The "Difficult to Buy For" Person in Your Life

What do you get for the person who has everything? What about the person who has no interests; or better yet, the person who has way too MANY interests? If you're someone who likes your gifts to be complete surprises, shopping for this type of person can be the most intimidating. If they have everything, buy them an experience. Spa days, concerts, tickets to a show or sporting event are always welcome alternatives to material objects. Gift cards are always a great option too, although some shoppers might consider them "impersonal." You can always ask those closest to them what they would like if your idea well is truly coming up empty.

### Grab a Buddy: Divide and Conquer

If you're NOT an online shopper; even if you love going out and being a part of that bustling crowd, having a partner to tag team the shopping can make those long lines bearable. You and your best friend shopping for the kids? Grab your Starbucks, compare lists, and tackle the various toy and game aisles of Target and Walmart with ease. And for goodness' sake – don't forget the wrapping paper!