

From the Desk of Danielle Knapp, CEO

Part 3: McKee Wallwork & Co Study

Since 2011, the preference for cremation has only risen slightly – about a 2.3% increase. In the past decade, there has been a growing interest in environmentally friendly options for disposition, such as natural organic reduction that increased from 0% in 2011 to 5% in 2021. In fact, 24% of respondents said they'd be willing to pay more for an environmentally, friendly disposition, which rose 71% since 2011.

Perceptions around casket prices being overpriced decreased from 2011 to today. People even expect to pay more for burials and cremations than a decade ago. There was also an increase overall with viewing the deceased's body and having a place to visit the deceased in years to come.

Finding #3 of the McKee Wallwork study expands on forms of disposition including what the consumer expects to pay, types, preferences and more.

This week we bring you the third 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**



7 Rules of Etiquette, Pet Peeves and What Funeral Directors Wish Everyone Knew

When a loved one dies, not only are families coping with the loss of someone who meant a great deal to them, but they also may find themselves overwhelmed with a range of emotions, including anger and sadness. Plus, there could be a long to-do list, from notifying other people about the news to planning all the details for the funeral. Insider asked funeral directors to share their top etiquette rules and common pet peeves that they wish more people knew. *Take a quick read and let us know what you think of these! Have things to add to this list? We want to hear from you on content worthy of providing to our communities as we seek to provide you tips, tricks and toolboxes tailored to YOU!*

To access the full article click [HERE](#).

Upcoming C.E. & Events

Featured Education Sessions in Partnership with Community Educators

11/21/23

9 am – 11:45 am
Home Healthcare in Retirement

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

Register Here:

<https://communityeducators.net>

District 7 Meeting

November 27, 2023
Prime n' Wine
3000 4th Street SW
Mason City, IA 50401
5PM Social - 6PM Program

Guest:

Rick Ramsey
Iowa Donor Network

Preparing for November National Celebrations and Awareness

Survivors of Suicide Loss Day – November 18th

This day promotes coming together and supporting the survivors of suicide. There are many ways you can observe this day, including: attending a Survivors Day event, being creative and expressing your thoughts through writing or art, or by attending a local grief support group. Survivor's Day is about remembering the good times had with loved ones; to take time to stop and focus on the resources that can help survivors through their grief, and to remind us that we are not alone.

For more information, visit: [international survivors of suicide loss day](https://www.international-survivors-of-suicide-loss.org/)



Universal Children's Day – November 20th

Investing in our future means investing in our children. The United Nations has designated November 20th as a time to promote togetherness around the world, problems children face in every corner of the globe, and improve the welfare for all children. Finding events to attend or hosting your own, spending time with the children of your community or sponsoring a child through UNICEF are great ways to observe this special day.

For more information, visit: [universal children's day](https://www.unicef.org/childrensday)

Tips and Tricks for a Triumphant Thanksgiving Feast – November 23rd

Shop Early

Set your menu, create a list, and get to the store! Many places are closed Thanksgiving Day, and close early the day before. Since most Thanksgiving menus consist of various forms of the same dishes, shopping early will ensure you're not left without your secret ingredients – or the turkey!

Do Your Prep Work

Did you thaw the turkey? Confirm with your aunt that she's bringing her special casserole? Take inventory of your dishes, utensils, cookware? Take out the trash and empty the dish washer? Make a list of everything you're going to cook and how long everything takes so that everything is fresh and warm for dinner time. Don't forget about your microwave and slow-cooker.



Welcome Family and Friends

Appetizers for the munchers, drinks for the adults, activities for the kids. You can ask your early arrivals to help set the table, stir the gravy, and chill the wine. Appetizers are always a welcome and wonderful way to stall when dinner isn't quite ready. Who doesn't love a classic vegetable tray?

Feast and Relax

Table is set, dishes are ready. Your favorite people, gathered in one place to enjoy each other's company and eat good food – including the stuffing and pumpkin pie! Now is the time to commemorate all you and your loved ones are thankful for.

From all of us at IFDA, Happy Thanksgiving to you and yours.

Questions or ideas? Email us at: Admin@IAFDA.org

