

insert logo
here

[The Surname Family]
[Address]
[City], [State] [zipcode]

Honor your service and your life

Dear [Surname Family],

As a veteran, you recognize there are a variety of benefits and services available to you throughout your life. Though it's challenging, it's equally important to understand the benefits which may be available upon your death. We realize this is a difficult topic to think about and discuss, but there are many financial and emotional benefits to planning your final arrangements, especially when you're a veteran.

At **[ABC Funeral Home]**, we take pride in our role as funeral specialists in our community. For more than [xx] years we've helped area families prepare and cope with the loss of loved ones, and we've arranged fitting tributes for many of our nations' finest veterans. We'll work with you every step of the way during the planning process to ensure your arrangements reflect your service, your life, and your plan.

It is our privilege to provide the information you need to begin planning your funeral details in advance, at no cost or obligation to you. We'd like to thank you for your service and introduce you to **Simply Speaking: Social Security & Veteran Death Benefits**, a straightforward, educational guide, which provides clear answers to your questions about the federal funeral benefits you and your dependents may be entitled to receive.

[ABC Funeral Home] will work with you to ensure you have peace of mind knowing your loved ones will be spared an unexpected financial burden. You'll also rest assured knowing your funeral arrangements reflect what's right for you.

To receive your free copy of **Simply Speaking: Social Security & Veteran Death Benefits** return the form below or call us at **[(123) 456-7890]**.

Warm Regards,

[First name/Last name]
[Title]

P.S. Don't delay. Send in the form below to receive "Simply Speaking", a straight forward educational brochure to answer your funeral planning questions.

Funded through the purchase of whole life insurance or an annuity from Forethought Life Insurance Company (FLIC), Indianapolis, IN. A representative of our firm, who may also be an agent with FLIC, is available to answer any questions. Products & features are subject to state variations & availability. FLIC is a subsidiary of Global Atlantic Financial Group Limited.

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▼ **Complete and return in the postage paid envelope today** ▼

Yes, I would like a free copy of **Simply Speaking: Social Security & Veteran Death Benefits** and additional information about planning my funeral. Information provided at no cost or obligation.

Phone: _____

[Name]
[Address]
[City], [State][Zipcode]

