

[Funeral Home Name]
[Address]
[City], [State] [zipcode]
[Phone Number]
[Email Address]

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

*Dependable, dignified and
understanding **service***

Dear neighborhood families,

[ABC Funeral Home] has been dedicated to serving our community since [XXXX]. We'll be here for you in your time of need with customized funeral services that provide the opportunity to remember and celebrate your loved ones.

As the funeral planning specialists in your community, it's important for us to know and understand how you want to be remembered. We're reaching out to members of the community to ask these questions to help us better anticipate your future needs and improve our level of service by understanding what is important to you. We'd appreciate it if you would take a few minutes to complete our survey and return it to us in the enclosed postage-paid envelope.

The survey should only take a few moments to complete, and as a token of our appreciation, we would like to provide you with a free **Funeral Planning Guide**.

If you have any questions about the survey, or if you would like to discuss funeral planning and our services, please call us at **[(xxx) xxx-xxxx]**. Thank you in advance for your time.

Kind regards,

[FirstName/LastName]
[Title]

If this survey reaches you at a time of illness or loss, please accept our sincerest apologies.

Over please →

COMMUNITY SURVEY

*Thank you for completing and returning this survey.
We have provided a postage-paid envelope for your convenience.*

1. What is your age?

- Under 40
 41-65
 66-80
 81 or older

2. Are you...

- Employed
 Not currently working
 Retired

3. Have you ever been responsible for making funeral arrangements?

- Yes
 No
If yes, was it: Within 12 months ago
 12-24 months ago
 Over 2 years ago

4. How much might you expect to pay for a funeral?

- Under \$3,000
 \$3,001-\$7,000
 \$7,001-\$10,000
 \$10,001 +

5. If you have given any thought to the subject, what would you want your funeral to include? (Check all that apply)

- A traditional service
 Cremation with a celebration of life
 Gathering for friends and family
 My favorite religious leader
 I'm not sure

6. Who would your funeral be arranged by?

- My spouse
 My son or daughter
 More than one of my children
 A good friend, relative or neighbor
 One or both of my parents
 I'm not sure

7. Which of the following would be used to pay for your funeral?

- Life Insurance
 Savings
 Children's savings
 A bank loan taken out by family or friends
 I'm not sure

8. Have you ever considered planning and funding your funeral in advance?

- Yes, planning and funding
 Yes, planning but not funding
 Neither
 I don't know

9. What would your biggest concern regarding your final arrangements be?

- The logistical burden on my survivors
 The lack of knowledge around my personal preferences
 The financial strain on my survivors
 The possibility of emotional overspending
 The potential for disagreements and conflict among my survivors over what to do
 That I had not planned ahead

10. Would you like additional FREE information about the benefits of pre-planning your funeral arrangements? Please check any of the following which interest you:

- Funeral cost estimate
 The benefits of funeral planning
 Federal social security and veterans benefits
 Burial space

As a token of our appreciation for completing this survey, we would like to provide you with a complimentary **Funeral Planning Guide**.

- Yes, I am interested in receiving more information about planning my funeral.
Information provided at no cost or obligation

Name: _____

Phone: _____

Best time to call: _____

Email: _____



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.