

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

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

*You'll never have a **second chance** for a final celebration.*

Dear [Surname Family],

When you only have one chance to say goodbye, we want to make sure you have every opportunity to say it exactly the way you would want.

We realize funeral planning is a difficult topic to discuss, but it's important to think seriously about. We would sincerely appreciate if you would complete the attached survey, which will help us ensure our programs and services meet your needs today and in the future.

Whatever your preferences, the sooner you begin planning your final arrangements, the sooner you'll have peace of mind knowing your plans are in place.

If you have any questions about this survey, or if you would like to learn more about 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 →**

## FAMILY SURVEY

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

### 1. What do you want others to remember most about your life?

- Your accomplishments
- Your attitude and philosophy
- Your relationships
- The difference you made in the world
- Your adventures

### 2. What do you consider the most difficult part of funeral arrangements?

- Selecting a funeral home
- Selecting a casket or urn
- Selecting a cemetery
- Other
- Selecting burial or cremation

### 3. If you would plan your own funeral, which of the following would you specify? (select all that apply)

- Funeral home for the service
- Memorial celebration
- Burial or cremation
- Readings/music
- Visitation/viewing
- Other \_\_\_\_\_

### 4. If you've considered planning your own funeral, which of the following best describes the tone of the experience you would want your guests to have?

- Very traditional
- Unique
- Somewhat traditional
- Very unique

### 5. When considering the cost of your own funeral services, how would you describe your attitude?

- Simple and inexpensive
- Nice, but not too expensive
- Top-of-the-line for everything
- Money is no object

### 6. To give family and friends a better picture of your life, which of the following might you consider for your end-of-life celebration?

- Building a photo montage
- Writing a message or speech
- Recording yourself talking about great moments in your life
- Preparing a video/multimedia show
- Posting a legacy web site
- Other

### 7. When choosing a funeral home, rank the following in order of importance. (1 = most important)

- \_\_\_ Convenience
- \_\_\_ Pre-planning services
- \_\_\_ Reputation
- \_\_\_ Ability to create a custom ceremony that really fits my personality
- \_\_\_ Cost
- \_\_\_ Personal service
- \_\_\_ Other

### 8. Are your loved ones aware of your preference in funeral arrangements?

- Yes
- No

### 9. Would it give you peace of mind to know your funeral is planned and funds have been set aside in advance, thereby helping relieve your family of this burden?

- Yes, I want to pre-plan to ensure the celebration reflects my wishes
- No, I am confident my family will take care of my arrangements

### 10. Would you like to receive FREE information on funeral planning and a personal planning guide?

- Yes
- No

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.