

FUNERAL CELEBRANT DAY 2026 – INFORMATION SHEET

Funeral Celebrant Day 2026 - Let's Show the World What We Can Do

Friday 20 November is Funeral Celebrant Day - and we want every funeral celebrant to get involved.

Funeral Celebrant Day was created by celebrant Dawn Kemp, with the support of Coffin Club UK, to do something very simple: **tell the world what funeral celebrants actually do.**

And what we do is amazing!! This year's theme is direct cremation - it's been in the news (not in a good way), it's heavily plugged in daytime TV adverts, it's often talked about on celebrant forums (again, not in a good way!). And we think it's time to flip the script!

So, for one day, we want funeral celebrants everywhere to fill their social media feeds with posts, photographs, videos, stories and conversations about our work. Talk about what you do, why you do it, the choices families have and the difference a good funeral celebrant can make.

And the fact that direct cremation offers us the perfect opportunity to create fabulous celebrations of life without the time or content restrictions of a crematorium service.

Direct cremation

Direct cremation is growing and, understandably, some funeral celebrants see that as a threat. No ceremony at the crematorium means no celebrant - and therefore less work for us.

But we'd like to turn that thinking on its head.

A direct cremation doesn't have to mean **no ceremony**.

It can mean the complete opposite: the freedom to have a ceremony wherever, whenever and however a family wants it.

And we think celebrants should be shouting about that.

A Celebration of Life following a direct cremation doesn't have to fit into a crematorium slot. There's no clock ticking and no next funeral waiting outside. It can last half an hour, an hour or an entire afternoon.

And it can happen almost anywhere.

Kate T of Match & Dispatch has conducted Celebrations of Life in a café in a local park where the man who died had walked his dog every day, in a decidedly seedy bar, in a field behind a man's house and even in a car showroom which had been emptied of its cars for the occasion (the guy who died was the owner/manager - so we couldn't think of a more fitting venue for his final farewell).

They were all completely different.

And that was the point.

We need to tell people this

Families can't choose something if they don't know it exists.

If the public perception of direct cremation becomes 'the funeral where you don't have a ceremony', we need to challenge that. Not because everyone *must* have a ceremony. Of course they don't. But because people should know what their choices are and surely, as celebrants, we are brilliantly placed to be able to tell them.

So, this Funeral Celebrant Day we're doing just that! Let's tell our followers that a cremation and a funeral ceremony don't have to happen at the same time.

Talk about the unusual places you've conducted funerals and Celebrations of Life. Share photographs where you have permission. Make a Reel explaining how a Celebration of Life after a direct cremation can work. Ask your audience where they would choose to have theirs.

Talk about pubs, gardens, beaches, village halls, cafés, sports clubs, fields and favourite places.

Explain that without the constraints of the crematorium, families can have more time, more flexibility and more freedom over the content.

And tell them that **funeral celebrants can help make it happen.**

Step outside the crematorium.

This is also a challenge to us as a profession.
If funerals are changing, we need to change with them.

Celebrants working outside traditional funeral settings need to understand more than how to write and conduct a ceremony. We need to use our event-planning skills too - thinking about venues, timings, seating, sound, music, speakers, accessibility, refreshments and all the practicalities that a funeral director or crematorium team might ordinarily manage.

It means stepping away from the familiar model of being given 20 minutes up the crem and thinking much more creatively about what a funeral can be.

And that's exciting.

So, on Friday 20 November...

POST.

Post about being a funeral celebrant. Post about direct cremation. Post about Celebrations of Life. Post about choices. Post about the weirdest or most wonderful place you've conducted a ceremony. Post a video. Ask a question. Answer a question.

Use:

#FuneralCelebrantDay2026
#DirectCremationsDeserveCelebrations
#AskAFuneralCelebrant

Tag other funeral celebrants. Share their posts. Comment on them.
Get conversations going rather than simply putting up one post and disappearing.

And post throughout the day - but **we want EVERYONE to post at 12 noon**. Last year we managed to get our hashtags trending by concentrating our posts at the same time, so at 12 noon on Friday 20 November, let's do it again and light up the internet with funeral celebrants!

And don't restrict it to other people in the funeral world.

The whole point is to get this information beyond our own funeral bubble.

For one day, let's make funeral celebrants difficult to miss.

Let's show people that funerals don't have to follow a template.

Let's show families that direct cremation doesn't have to mean there is no goodbye.

And, most importantly, **let's show the world what funeral celebrants can do.**

Funeral Celebrant Day - Friday 20 November 2026

#FuneralCelebrantDay2026 #DirectCremationsDeserveCelebrations #AskAFuneralCelebrant