

FUNERAL CELEBRANT DAY - BACKGROUND

Aims

The third Friday in November is Funeral Celebrant Day.

We know how valuable, unique, and supportive our role is – but how aware do you think your local community is of the services *you* offer, or how to find you?

The aim of Funeral Celebrant Day is to increase the **visibility & autonomy** of funeral celebrants.

As a **profession**, the day is yours to use, to raise awareness of funeral celebrants *nationally*, and as an **individual**, to engage directly with your *local* community with events and communications to interest them, and grow your business.

As we **educate** the public about the role of funeral celebrants, it is hoped to **empower** them with information about their options, and to **encourage** them to connect directly with funeral celebrants, if they wish.

Why do we need a Funeral Celebrant Day?

Until faced with organising a funeral – which most will only do once or twice in a lifetime – people may not be well-informed about their options, including the different types of funeral services and celebrants, the breadth of our role, and the additional services some may offer.

For example, you may not only lead 'at need' funerals. Perhaps you offer ancillary support such as bereavement counselling or end-of-life doula services, run death cafes or a coffin club, signpost service providers, provide future funeral planning, lead living eulogies, create stand-alone script or eulogy writing, design of order of service booklets; or maybe you specialise in leading ceremonies outside the 'traditional' service format, at alternative locations, or with meaningful personalised rituals.

If we can grow an awareness of our role within our communities, and normalise interacting with us, *before* there is need, then it's a win-win for everyone.

How did the day come about?

On 20th November 2020 by the Australian Federation of Civil Celebrants held the first National Celebrants Day. As, in the UK anyway, funeral celebrants have tended to have a lower presence than wedding/family celebrants, discussions took place in early 2021 between a group interested in addressing issues particular to funeral celebrants. These were Dawn Kemp - Celebrant, Derren Gallo of Blossom Ceremonies and Celebrant Corner, Rosalie Kuyvenhoven of Rituals Today and tutor at The Celebrants Collective, and Kate Tym and Kate Dyer of Kate and Kate Celebrants, Coffin Club UK and Match and Despatch.

Later that year, The Celebrant Collective launched World Celebrant Week around the date of the first celebrants' day. They were happy for us to also share that week, and so, after focus group discussions with Coffin Club Celebrant Plus celebrants, here we are!

Funeral Celebrant Day will run on the third Friday of November each year – for all types of funeral celebrants, anywhere in the world.

What happens on Funeral Celebrant Day?

Whatever you think will draw the attention of your community to the work of funeral celebrants, and raise awareness of your business! You may wish to collaborate with local colleagues, or create something to be shared for members of a celebrant group or organisation. Here are a few starters.

- *In real life*: Hold a 'meet your funeral celebrant(s)' event or give 'a dead good talk'. Do something light-hearted or unusual to get noticed and garner media coverage.
- *Audio-visual media*: Arrange an interview on local TV or radio phone-in, or host an 'ask-me-anything' online group chat.
- *Print media*: Write an article for a magazine, local press or a community circular. Ask your library to collaborate with a display of relevant books, alongside your resources - an FAQs leaflet or poster.
- *Website*: Blog (or offer to guest blog) about the most interesting, rewarding or misunderstood parts of your role, or something with a thirst-trap title like 'what you always want to know about funerals but were too scared to ask'.
- *Social media*: Go live introducing yourself and your work, or share a video of a day or week in a funeral celebrant's life. Create a poll, quiz, or story with links. Or just create a simple post, status or update, or share one you like. Your choice!

What's the theme?

Each year there will be a different theme posted on the www.funeralcelebrant.day website. Contact us if you have ideas for future themes.

Whether communicating face-to-face or online, remember to also include a *call to action* that will build a connection with people – whether that is filling in a survey after a talk, giving a click-link for a freebie or appointment, or using hashtags such as #askyourfuneralcelebrant #followmeforfuneralfacts etc.

Get seen! Tag and hashtag!

The more of us who join in on the day, the greater will be the groundswell of interest in funeral celebrants, and the day. Tag your celebrant colleagues, trainers and organisations in posts about the day. To trend on social media and maximise the chances of being seen, let's create a 'thunderclap'. Post (or use your preferred social media scheduler to post) your main funeral celebrant day content at **NOON on the third Friday of November**. Include the hashtags #FCD[year], #FuneralCelebrantDay, and the hashtag for the year's theme. Hash tagging your county and/or town, and any celebrant organisations you're allied to, may help too. Do react to, and share some posts from the rest of the celebrant community to benefit us all.

Remember:

If clients simply don't know you exist, or the range of services you may offer, they're not going to approach you directly, so get *your* message out there!

Let's grow our celebrant autonomy, normalising the freedom of celebrants to operate independently, and encourage our communities to approach us directly with enquiries and bookings.

Carpe diem; memento vivere!

FCD Logo & Symbolism



The FCD logo is a purple and grey headstone with a heart-shaped wreath.

You can download this year's update from www.funeralcelebrant.day

You're free to develop your own 'brand' voice and style for your annual FCD posts.

Here are some suggested symbolic colours to get you thinking:

Fuchsia bright and eye catching, for our creativity in creating celebrations of life

Blue forget-me-not blue for remembrance

Yellow forget-me-not yellow for hope and warmth

Green for alternative funerals – natural/eco options, alternative funerals, and of course, nurturing alternatives to the traditional way of working

Purple for our autonomy and value

Plus...

Sparkle ✨ the emoji for celebrant sparkle – our community, stronger together

Links to referenced sources:

<https://www.dawnkempcelebrant.com/>

<https://blossomceremonies.co.uk/>

<https://www.ritualstoday.co.uk/>

<https://coffinclub.co.uk/>

<https://www.afcc.com.au/>

<https://matchanddispatch.com>

<https://kateandkatecelebrants.com>

<https://www.thecelebrantscollective.com/>