

Dear CFDA Member:

The National Funeral Directors Association (NFDA) projects there will be a shortage of funeral service workers in the next six to ten years. To determine if and how this will impact **Connecticut** funeral establishments and licensees, we are launching a funeral service retention study and we are seeking your participation.

The study will be web-based and consist of a series of 12 short (10 to 12 questions) surveys over the course of the next three years. The information provided by you and others like you will help us:

- Track the retention and attrition of individuals in the funeral profession by subgroups, including items such as gender, age and race/ethnicity;
- Identify the specific reasons individuals exit the profession;
- Explore what funeral home operators can do to enhance working conditions; and,
- Explore the ways in which those in the profession can adopt strategies to retain qualified individuals at all levels.

As a member of the funeral service community and someone concerned with the future of the profession, we think the information that we glean from this study will be of interest to you. Those who sign on and commit to completing the 12 surveys over the next three years will receive the results of the study free of charge. In addition you will be eligible for cash prizes as follows:

- One \$500 cash prize will be drawn following each of the 12 surveys. Those who complete a particular survey will be entered to win.
- One \$5000 cash prize will be drawn at the end of the three-year study. Only those participants who complete all 12 surveys will be eligible for this grand prize.

We are fortunate to have The Siena College Research Institute (SRI), which conducts regional, statewide and national surveys on business, economic, political, voter, social, academic and historical issues, conducting the study so that we can assure that all responses remain completely confidential. The results of SRI surveys have been published in major regional and national newspapers, including *The Wall Street Journal* and *The New York Times*, and in scholarly journals, books and an encyclopedia. Survey results are regularly featured on local and network television and radio. In addition, SRI is frequently commissioned to conduct surveys for organizations, businesses, and local and state government agencies. **With SRI, you can trust that the information you provide in the surveys will not be shared in any way other than as part of a group response.** If you would like more information about SRI, you can visit their website at www.siena.edu/sri.

It is expected that the results of this study will help us determine if a shortage of funeral service workers does exist and the cause of workforce challenges now and those that may impact our future. By doing so we can develop and execute programs to address these issues.

The future of our profession depends on each of us. This is one of the most important issues we face today and one that will have great impact on each of us in the future and the generations that follow.

To register for the study and complete the first survey, please log onto www.funeralstudy.com. In addition if you have colleagues that you think would be interested in being a survey panelist, please pass this information along to them.

Thank you in advance for your interest in this study. We look forward to your long-term commitment and active participation.

Sincerely,

John F. Cascio
Executive Director
Connecticut Funeral Directors Association