



# GEORGIA CEMETERY ADVISOR

GCA's e-newsletter

## CONNECT THE DOTS WITH THE GCA



**DIGITIZE  
YOUR  
CEMETERY**

**DIGITAL**

Streamline the sales process

**MAKES**

Communicate Instantly

**SENSE**

Protect your business from catastrophic loss

## President's Message

Planning for educational and business opportunities is under way with the GCA!

The GCA is hard at work preparing to launch incredible opportunities that will help you grow your business. See page 2 for more information. Don't miss out! Thank you for your membership!

Nick Startup  
*President*

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**PRESIDENT'S  
MESSAGE**

Creating Opportunities

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**WHAT'S NEXT**

Taking Your Cemetery Digital

**3**

**ARTICLE**

Millennials and the Future



## TOP 5 THINGS TO DO IN ATLANTA

Prepare yourself for the 2020 Annual Convention in Atlanta

- 1) [GEORGIA AQUARIUM](#) - One of the world's largest aquariums featuring over 100,000 sea creatures
- 2) [WORLD OF COCA-COLA](#) - Taste the history of Coca-Cola at the multi-level facility in the heart of Atlanta

3) [COLLEGE FOOTBALL HALL OF FAME](#) - Over 50 interactive exhibits in 95,000 square feet of space devoted to college football

4) [CNN HEADQUARTERS](#) - Get the inside scoop and go behind the scenes of one of the world's largest news organizations

5) [ATLANTA BOTANICAL GARDEN](#) - Where plant lovers go to experience real growth in over 30 acres of magical gardens

## SEMINARS 2019-2020

The Admin and Compliance Seminar is coming **November 2019**. Learn what it takes to elevate your business practices ensure you are protected from costly mistakes. Stay tuned for more detailed information!

## WORKSHOP WEDNESDAYS

Do you want to make sales more efficiently? Do you want to streamline your clerical processes? Do you want instant access to all your cemetery records no matter where you are? You can make all this happen by digitizing your files and contracts!

THIS OCTOBER learn how to create digital contracts and digitize your records with Workshop Wednesdays.

The GCA will be announcing the October dates and times for the **Go Digital Workshop** in the September Newsletter.



# MILLENNIALS ARE CHANGING THE DEATH CARE FUTURE ALREADY

Provided by Opusxenta [opusxenta.com](http://opusxenta.com)

## *Riding a cultural tidal wave*

A recent article from **Connecting Directors** identifies the rapid cultural change Millennials are making to the funeral and cemetery industry in a very short space of time. Justin Crowe's article 'In 17 Years, De-churching Millennials Will Rock the Funeral Industry...The Stats Are Shocking' looks at how few people identify themselves as being religious (churchy) and why this is forcing change. Millennials are today's consumers, they are tech-savvy, and they expect their homes and workplaces to be in the digital age.

The funeral industry is not usually impacted by cultural change until decades later, but right now, the 'de-churching' of Millennials means they are forcing change. Partly because there is a significant increase in people classifying themselves as 'religiously unaffiliated' and 'spiritual but not religious'. This group is far more likely to be younger and in the 18-34 years old bracket.

These changes are already being felt but the cemetery, cremation and funeral industries in the UK, USA and Australia. Certainly, the departure away from religion is no longer considered unique. Weddings are now more likely to be officiated by a celebrant than a minister, so why would funerals be any different?

People are already starting to seek out more than the traditional funeral, families and friends want something personalized, family-oriented, and unique. The expectations and shopping habits of Millennials are different from any other generation - shopping is online and instant. And their consumer *power* will continue to grow as they age. They may also be the first generation to embrace death with trends already showing they are considering their own funerals in their 20's.

Cremations continue to increase as a more economical and popular choice than burial. By the time the Millennials are being cremated, they are

unlikely to want a traditional urn. Instead, they are more likely to treat their death, and the death of those around them, including their parents in a new way:

- Funerals will be in person but also streamed online, so anyone anywhere can participate
- Memorials will be online and on social networks, not in newspapers. We have already seen newspapers embrace online notices and memorial books
- Burials, where they are chosen, are more likely to be personalized and eco-friendly or green
- Ashes won't reside in urns rather jewelry or something modern and transient
- Many people find the process of meeting with a Funeral Director quite unsettling; Millennials may prefer a tick box online ordering process

Millennials are not only consumers but are also employees within the cemetery and funeral industries, and they are also impacting change in their workplaces with a new expectation in the way businesses should run and cater to customers. They are tech-savvy, and they want to work for companies who are the same.

So how will cemeteries and crematoriums meet these new challenges - remembering there is no longer a choice to change the way business is done? With each new generation, cultural and social expectations change, so **cemeteries, crematoriums and funeral homes need to cater to a new expectation**, or they will become obsolete. The key is to diversify businesses to cater to the changing customer demand and culture and to embrace technology. In being flexible and open to doing business in a different way; cemeteries, crematoria and funeral homes can meet changing demands.

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**“the ‘de-churching’ of Millennials means they are forcing change”**

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