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## **Your Voice Matters: NFDA Members Set to Influence National Policy at 2025 Advocacy Summit**

Brookfield, Wis. – With the 119<sup>th</sup> Congress beginning its two-year session in early-January, the National Funeral Directors Association (NFDA) is calling on members to unite in Washington, D.C., for the [2025 Advocacy Summit](#). Taking place April 9-11, 2025, at the historic Mayflower Hotel, this exclusive event for NFDA members offers a critical opportunity to re-engage with national leaders who have served our country for years and build relationships with newly elected leaders who have yet to learn how their work has a direct impact on the funeral service profession and grieving families.

### **Advocacy in Action**

The NFDA Advocacy Summit is more than just a gathering – it's a powerful opportunity to ensure that the voice of the funeral service profession is heard at the highest levels of government. During last year's Summit, attendees participated in nearly 200 meetings with Members of Congress or their staff, making a tangible impact on legislative understanding and action.

"NFDA is always looking out for its members and their interests," said NFDA President Chris Robinson, CFSP, CCO. "We have a full-time lobbyist in Washington who advocates for your interests every day on Capitol Hill, but there's no substitute for visiting the offices of Members of Congress all at once to explain our stance on issues and share our personal stories as funeral directors on the front lines helping families through difficult times. These stories resonate with lawmakers and help them understand how their decisions directly affect our ability to serve grieving families and communities."

### **Navigating a New Legislative Landscape**

With the new session of Congress, a fresh legislative agenda will take shape. Lesley Witter, MPA, CAE, NFDA Senior Vice President of Advocacy, emphasized the importance of early engagement: "The legislative slate is wiped clean in January. We'll be actively engaged and helping to shape legislation and regulation. We will brief members on the key legislation and regulations that will impact the funeral service profession; it's these issues that NFDA members will be advocating for during the Advocacy Summit."

Additionally, attendees will have an opportunity to speak with their elected officials about other critical issues such as the financial impact that the funeral service profession has on the nation and the individual states from which they hail, the ongoing reviews of formaldehyde by the Environmental Protection Agency and the Funeral Rule by the Federal Trade Commission, and much more.

### **A Rich Program of Activities**

The Advocacy Summit will include all the elements NFDA members have come to expect and enjoy, including a Welcome Reception, an issues briefing, and optional activities like a wreath-laying ceremony at Arlington National Cemetery and a tour of Washington, D.C.

The heart of the Summit remains the day that NFDA members will spend on Capitol Hill meeting with federal elected officials. During these critical meetings, NFDA members will take a proactive approach to advancing legislation that affects funeral service, small business and bereaved families.

“Legislators need to hear from you directly,” emphasized Witter. “They need to understand how their decisions affect not just your profession and business, but the grieving families you serve. The Advocacy Summit is your chance to tell those stories and influence the future of funeral service.”

### **Real Voices, Real Impact**

Past participants have described the Advocacy Summit as transformative. “My favorite part was being able to go to the Capitol and advocate for the profession I love so much,” said one 2024 Advocacy Summit participant. “Being able to be a voice for all of us in this field was something that I will hold near to my heart. It is something that I am passionate about and being able to advocate for change is a great feeling.”

“I had the absolute best experience participating in this event,” noted another 2024 Summit participant. “The best part was being able to talk to staff on Capitol Hill about things that are important to me as a funeral director. I can’t wait for next year!”

### **Maximizing the Capitol Hill Experience**

To help attendees make the most of their time on Capitol Hill, NFDA has again partnered with Advocacy Associates. This experienced firm will schedule meetings with federal legislators and staff, ensuring each attendee’s voice is heard by those who can make a difference.

Between meetings, attendees can visit the NFDA Welcome Room at the Capitol Hill Club, a comfortable space to relax, enjoy refreshments and debrief with fellow members. NFDA staff and board members will be on hand to offer support and answer questions.

### **NFDA Members Encouraged to Register Early**

[NFDA members can save when they register by the March 7, 2025, early-bird deadline](#). Registering by March 7, 2025, will also give NFDA and Advocacy Associates the lead time needed to request and schedule Congressional meetings for Summit participants. To ensure the Advocacy Summit addresses the critical legislative and regulatory issues that impact NFDA members, participation is limited to association members, their families and state association staff. Online registration closes March 31, 2025.

[Attendees must make their hotel reservations at the Mayflower Hotel by March 7, 2025](#), to lock in the exclusive Advocacy Summit rate of \$374 per night plus fees and taxes. The Advocacy Summit room block will fill up quickly – those who are planning to participate in the Summit should book their room as soon as possible.

NFDA members should visit [NFDA.org/AdvocacySummit](https://www.nfda.org/AdvocacySummit) for the latest information about the Advocacy Summit, registration and booking hotel accommodations at the Mayflower Hotel. Information and registration are also available by calling NFDA 800-228-6332 (262-789-1880).

NFDA is the world's leading and largest funeral service association, serving 20,000 individual members who represent nearly 11,000 funeral homes in the United States and 49 countries around the world. NFDA is the trusted leader, beacon for ethics and the strongest advocate for the profession. NFDA is the association of choice because it offers funeral professionals comprehensive educational resources, tools to manage successful businesses, guidance to become pillars in their communities and the expertise to foster future generations of funeral professionals. NFDA is headquartered in Brookfield, Wis., and has an office in Washington, D.C. For more information, visit [www.nfda.org](https://www.nfda.org).

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