

# Understanding Death, A Culturally Competent Approach

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# PRESENTER



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I'M NOT  
COMFORTABLE  
DISCUSSING  
'THAT.'

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GUIDED DEATH  
PRACTICE





# “I’m Not Comfortable Discussing ‘That.’”

A REAL-LIFE STORY ABOUT  
DEATH + FUNDRAISING



# Insights on Death Practices

*Death is not the greatest loss in life.  
The greatest loss is what dies inside  
us while we live.*

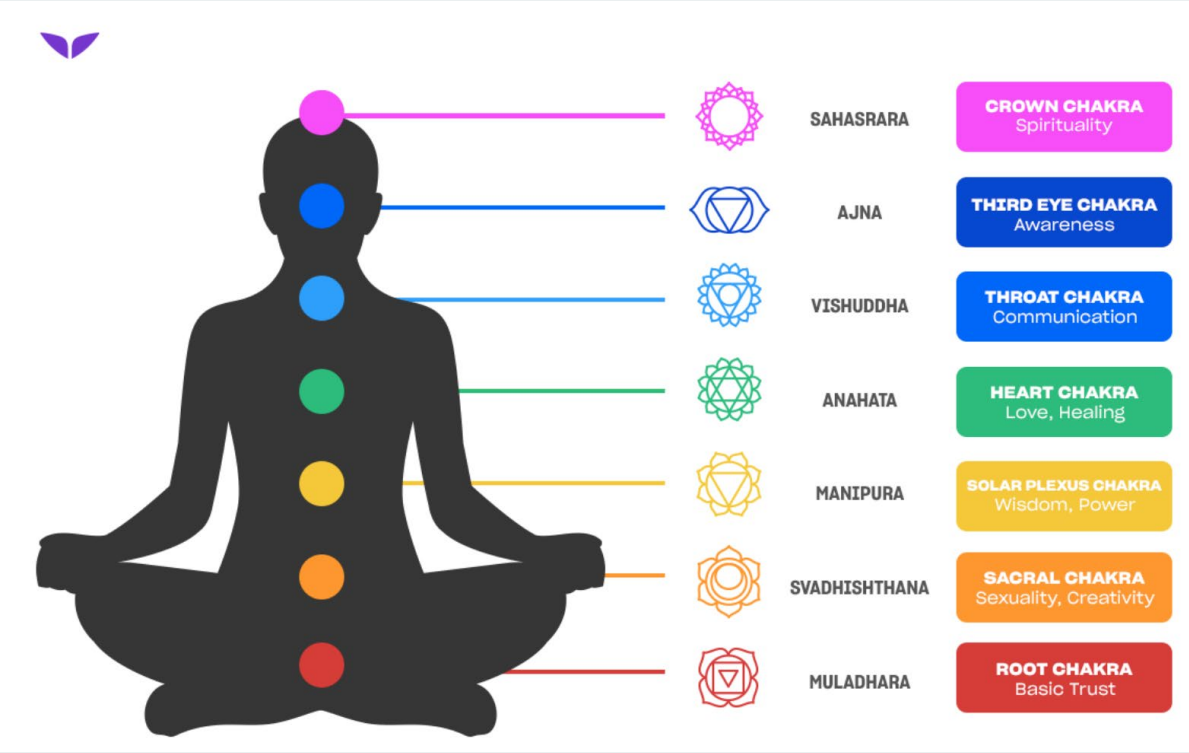
Norman Cousins



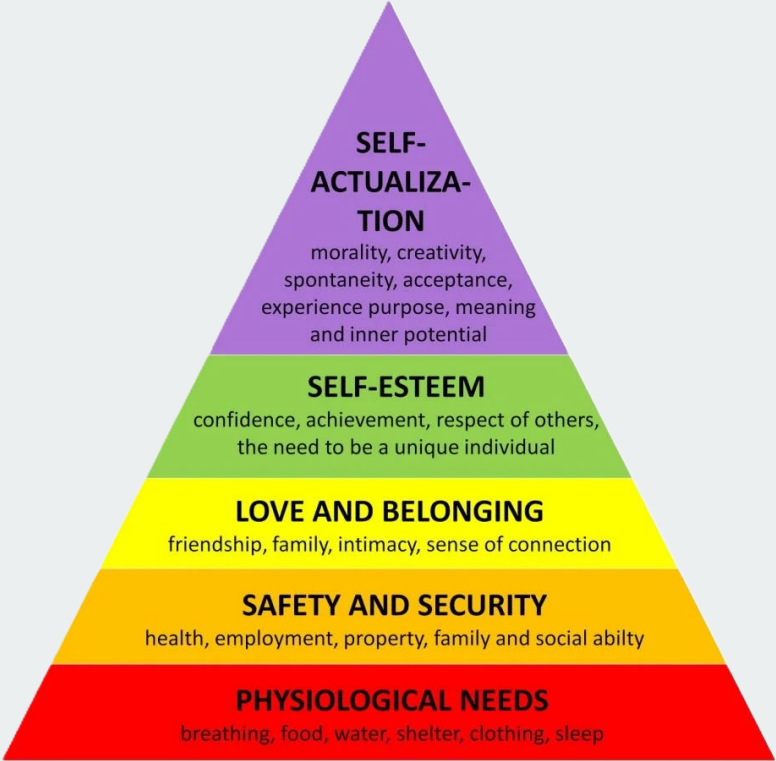


# ADDRESSING DISCOMFORT

## VEDIC CHAKRAS



## MASLOW’S HIERARCHY OF NEEDS





# IMPORTANCE AND IMPACT OF DEATH PRACTICES

## PERSONAL

*When we worked with people on their deathbed, we would often hear the following three complaints:*

*I wish I had gotten divorced earlier;  
I wish I had taken a job for love of the work, not money;  
I wish I had played and enjoyed myself more.*

**Ondrea Levine**

## COLLECTIVE

*The stronger civilization becomes, the more deeply the love of death is buried in the subconscious.*

**Antal Szerb**







# Increasing Cultural Competence

*Show me the manner in which a nation cares for its dead and I will measure with mathematical exactness the tender mercies of its people, their respect for the laws of the land, and their loyalty to higher ideals.*

William Gladstone

# DEATH PRACTICES

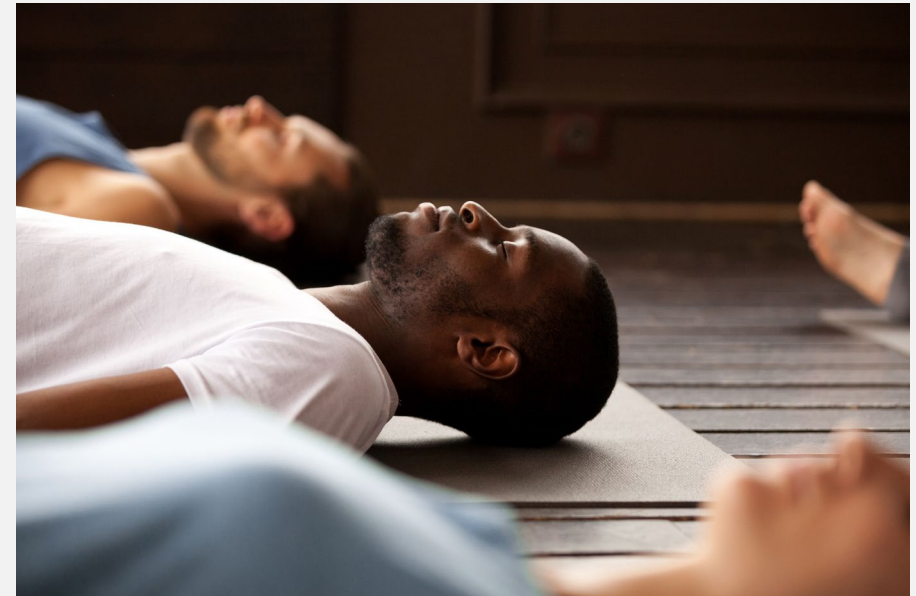
## RELIGIOUS DEATH PRACTICES

- Funeral Traditions
- Living Practices



## SECULAR DEATH PRACTICES

- Personal Practices
- Support Services





# CULTURAL FUNERAL CONSIDERATIONS

## RELIGIOUS TRADITIONS

- Timing of funeral
- Mourning period
- Burial/Cremation
- Funeral conduct



## SYMPATHY FLOWERS

- History
- Meaning: Local + Global



# SPOTLIGHT

## DEATH DOULA / MIDWIFE

History

Need

Services

Significance







# Death + Fundraising

CONNECTING OUR WORK TO THE  
AFTERLIFE

# HOW NONPROFITS CAN SUPPORT FUNDRAISERS

Cultural  
Competency  
Training

Updated Policies  
+ Procedures

Memorial +  
Tribute Funds

Storytelling

Resource  
Awareness

Culture of  
Stewardship





# WHAT FUNDRAISERS NEED TO KNOW

Cultural  
Sensitivity

Communication  
Skills

Legal + Ethical  
Considerations

Emotional  
Intelligence

Storytelling

Resource  
Awareness

Training +  
Education

# IN PRACTICE

Circumstance	Suggested Response
"I'm caring for a loved one who is nearing the end of their life."	<i>"What are the positive ways in which they influenced your life?" or "How did you involve them with your passion for &lt;organization&gt;?"</i>
"I'm nervous about outliving my assets."	"You are not alone. A lot of our supporters express similar concerns. What if we talked about ways you can support <organization> that don't impact your assets today?"
"Talking about dying makes me uncomfortable."	<i>"I understand. We don't have to talk about this right now. Know &lt;organization&gt; cares about you no matter what."</i>
<i>Donor is an older adult and unwell. It's been difficult to schedule a meeting with them.</i>	<ul style="list-style-type: none"> <li>• Establish best form of communication early</li> <li>• Connect with other family members or contacts</li> <li>• Drop by, follow up with personal note</li> <li>• Add to stewardship pipeline</li> </ul>



# IN PRACTICE

- What is your first memory of death?
- What makes it so memorable?
- What death practice(s) have you encountered as a fundraiser?
- Were any of these death practices or funeral considerations new to you?
- Which death tradition or practice(s) do you follow?
- What stands out to you as a meaningful experience of a donor's death?
- How do you want to approach future donor interactions after reflecting on these questions?





# Seated Savasana

A GUIDED DEATH PRACTICE



# SPECIAL THANKS

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A photograph of a family celebrating a birthday. A young child in a red shirt and a blue party hat is smiling, with a woman and a man looking on. In the foreground, there are lit candles on a cake.

# Thank You



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[www.CCSFundraising.com](http://www.CCSFundraising.com)

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