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Dear Colleague,

Last year, you added your voice to help transform how we talk about dying in America-changing us from a culture that doesn’t talk about crucial end of life concerns, to one that does. Thank you! We hope you will join us again this year as The Conversation Project promotes Conversation Sabbath, November 11-20, 2016.*

You know that The Conversation Project’s mission is to ensure that everyone's wishes for end of life care are expressed and respected. 90% of Americans think it is important to share their wishes for care through the end of life with their loved ones and doctors, yet fewer than 30% have done it. We are aiming to change those numbers, to narrow this gap, by reaching each person they live, work, and praying with the message that Talking Matters.

Will you please commit to preach or teach again on the vital importance of having The Conversation with loved ones about our unique, values-based wishes for care through the end of life during Conversation Sabbath?

We have heard some colleagues say, “We did death last year.” We get it. It’s not the easiest topic to bring up—and there are so many themes to touch throughout the year. And we know that this topic will preach again and again.

People listen for guidance on facing advancing, serious illness at different times in their lives. Last year, someone was ready to confront the reality of their mortality. This year, someone else is ready to embrace the truth of our finiteness. Help them be better prepared to avoid a crisis in the ICU by encouraging The Conversation about what matters most-sooner rather than later.

As clergy, we see how avoiding conversations about our hopes for care at the end of life can leave family members in the dark. Confusion about a loved one’s wishes can result in strife at the bedside, increased grief and depression for caregivers, and lasting damage in relationships among the people we love the most.

Talking about what matters most about living (not just what’s the matter with us) is a topic that will preach. Is a topic that need not be glum. In fact, Conversation Sabbath is a celebration—of our readiness:

- Our readiness to talk about a topic that touches us all: the reality of our mortality
- Our readiness to share our wishes for care through the end of life with our loved ones and doctors
- Our readiness to ground our conversations about the kind of care we want in our values and faith

When you register for Conversation Sabbath this year, we will send you a link to materials to support your programming and service planning. And our website is always populated with stories from people who have had The Conversation (or wish they had had it), as well as sample sermons and suggestions for supplemental programming on our website's community resource center.

Please join us in spreading Conversation Sabbath. And please share the idea with your denominational and interfaith clergy colleagues. Your voice will make a difference in how everyone’s unique wishes for care through the end of life will be expressed and respected. Register your congregation today at http://bit.ly/239M7yF.

Yours in peace,
Rosemary Lloyd
Advisor to the Faith-Based Community for The Conversation Project
617. 359. 3372

* If your liturgical calendar makes preaching on these dates impossible, please consider committing to do so on another November weekend.