



The Order
of the Good Death

MEDIA KIT



THE ORDER AT A GLANCE

Mission Statement

To build an eco-friendly, meaningful, and equitable end-of-life by providing education, resources, and legislative advocacy.



1,610,000

YouTube subscribers

229,800

followers across social
media platforms

1,172,000

Death in the Afternoon
podcast downloads

Organizational Goals

The Order seeks to ensure that everyone has access to a good death, regardless of race, gender identity, disability status, sexuality, or class.



ABOUT THE ORDER

Ten years ago the Order's founder, Caitlin Doughty, was a young funeral director working in Los Angeles, where she witnessed firsthand how the funeral industry set families up for failure both financially and emotionally. But let's be honest: "funeral industry reform" is not a fun, sexy topic for advocacy. The problems are entrenched, and the public has reluctantly accepted that a funeral will mean huge expense, few opportunities for participation, and little space for grief.

So the Order began to build and feature a community of funeral industry professionals, academics, and artists who were exploring ways to reframe what was possible at the end of life. People at the forefront of changing perceptions, from a designer who creates clothing and shrouds that decompose at the same rate as your corpse, to a professor who studies how energy capture from crematoriums can heat pools and homes, to an architect who designed a method of composting the dead in urban spaces.

It was this community that would grow and expand into the Death Positive Movement, a term that began here at the Order. In the years since, death positive has become an international movement that includes everyone from high level practitioners to members of the public. In 2014 Caitlin teamed up with Sarah Chavez, now the organization's executive director, to further expand what the Order of the Good Death offers, including educational content, guides and resources, information on how to protect your rights before and after death, in-person and virtual events, grants for death positive practitioners, and a home for all who say "if speaking rationally and openly about my inevitable mortality is morbid, then morbid I shall be."

Recent projects and focus have been in advocating for legislation to legalize greener death options and funding for the research and preservation of Black burial grounds, creating a comprehensive toolkit and resources around Covid-19, providing financial support for other nonprofits working to make a good death more equitable in marginalized communities, creating resources and a guide to inform Transgender people of their death rights, and producing Ask a Mortician, a YouTube documentary series that answers questions about mortality, the funeral industry, and death history.



LEADERSHIP BIOS



Caitlin Doughty

Founder & Advocacy Director

After founding the Order of the Good Death in 2011, Caitlin has spent over ten years focusing on funeral industry reform and improving the public's relationship to mortality. Her educational webseries Ask a Mortician has been viewed 200 million times and all three of her books on death culture are New York Times bestsellers. She co-owns a funeral home, Clarity Funerals, that puts her advocacy into practice in Southern California.

For speaking engagements and additional information, visit caitlindoughty.com

Sarah Chavez

Executive Director

Sarah is the co-host of Death in the Afternoon Podcast, co-founder of anti-racist nonprofit, the Collective for Radical Death Studies, and co-founder of feminist death site, Death & the Maiden. As a founder of the Death Positive Movement she is passionate about addressing the underlying issues that adversely affect marginalized communities' experiences of death. Sarah also writes and speaks about decolonizing death in the Chicano community, food and death, and obscure death history.

For speaking engagements and additional information, visit sarah-chavez.com





FAQS

I'm a journalist looking for contact information.

Hello there, journalist! For general press inquiries please contact Tara at tara@orderofthegooddeath.com

No matter what deathly subject you are covering, we have an expert among our many colleagues we can connect you to!

If you are looking for Caitlin Doughty's book publicist please contact Erin at elovett@wwnorton.com

Where can I find high resolution images of The Order of the Good Death's logo and head shots of the leadership?

The graphics and images for public dispersal can be found in this lovely [Google Drive](#).

Where can I find any press releases that The Order has put out?

We are glad you asked! Past and current press releases are posted on our website [here](#).



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