

@tobinbrothers

#SAYITNOW 

Reach out to tell those you love,
what they mean to you... *today!*

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We invite you to join the conversation to celebrate the important people in your life!

Say It Now is an initiative founded by Tobin Brothers Funerals in 2016, designed to inspire people to reach out to those they love and tell them how they really feel about them.

Too often in our industry we hear of people saying things in a eulogy that they never actually said to the person when they were still alive.

Whether it's a family member, an old friend, or someone who was influential in their lives, Tobin Brothers is urging people to use #SayItNow to tell that special person about the impact they've had of their life and what that has meant to them.

Tobin Brothers Funerals Managing Director, James MacLeod says: "Too often, our people have witnessed the heartache suffered by families and friends who did not have an opportunity to acknowledge the impact a loved one has had on their life before they died.

We felt compelled to develop the #SayItNow initiative as a way of reminding people not to wait until it's too late to express your thoughts and feelings to the people around you. #SayItNow is a wonderful opportunity to encourage people to celebrate their important relationships by sending messages of gratitude to their loved ones."

You can SayItNow to anyone, at any time you like! This is a guide to help you craft your own SayItNow message that you can then share in person - or online as part of our movement.

Moments can be shared on social media with the hashtag #SayitNow and we have ambassador videos we are proud to share with you at www.tobinbrothers.com.au.

Why SayItNow - before it's too late

In the rush of everyday life, we often underestimate the profound impact of expressing our feelings and appreciation to loved ones while they are still with us. Instead, we tend to wait until their eulogy to really stop and think about their impact on our lives, and then, it's arguably too late for them to hear it. Taking the time to communicate genuine emotions in the present holds immeasurable value, creating stronger connections and leaving an enduring legacy - while we are all still living to tell the stories and hear those words.

Expressing our appreciation while loved ones are still with us benefits both us and them:

Nurturing Deeper Connections:

Expressing feelings and appreciation serves as the adhesive that binds relationships, fostering trust, understanding, and validating the significance of those in our inner circle.

Acknowledging Life's Impermanence:

The brevity of life serves as a reminder of the finite nature of time, urging us to acknowledge the impermanence of our relationships. Waiting risks missed opportunities, emphasizing the urgency of articulating our emotions before circumstances change.

Creating Lasting Legacies:

Gratitude and affection contribute to the creation of cherished memories, forming a lasting legacy that brings comfort and joy long after our physical presence has departed.

Avoiding Regret and Unfinished Business:

Addressing sentiments while loved ones are present alleviates the potential for regret, fostering closure and enabling individuals to move forward unburdened.

Building Emotional Resilience:

Openly expressing feelings builds emotional resilience within relationships, serving as a support system during challenging times and providing strength to navigate life's complexities.

The act of expressing feelings and appreciation in the present is transformative. It deepens connections, acknowledges the preciousness of time, and creates enduring memories. By seizing the opportunity to communicate openly and sincerely, we enrich our relationships and contribute to a world where expressions of love and gratitude are celebrated. Saying it now allows the echoes of heartfelt sentiments to resonate through the tapestry of our relationships.

Choosing the 'right' person

Choosing someone to “Say It Now” requires thoughtful consideration but really, there are no rules and we should be ‘saying it now’ to EVERYONE we know! If don't know who to start with, here are some helpful prompts:

Who Holds Significance in Your Life? Reflect on those who've left a lasting impact on your life, contributing to your growth and well-being.

Unexpressed Feelings: Prioritise individuals with whom you may have kept sentiments unspoken, providing an opportunity for emotional release and connection.

Relationship Dynamics: Consider close friends, family members, mentors, or those who have played influential roles in your life.

Shared Memories: Focus on individuals with whom you've created lasting memories and faced challenges, as shared experiences deepen emotional connections.

Positive Impact: Identify those who have positively influenced your journey, making a meaningful contribution to your life.

Regret Avoidance: Direct attention to relationships where unspoken sentiments may lead to regrets in the future, encouraging proactive communication.

Reciprocal Relationships: Opt for individuals who have also expressed their feelings towards you, fostering a cycle of mutual appreciation and understanding.

Current Status: Assess relationships with unresolved issues or challenges, recognizing the potential for healing through open communication.

Personal Growth: Consider those who have witnessed and supported your personal growth and transformation, acknowledging their role in your journey.

Intuition: Trust your instincts; if a particular person comes to mind, it may signify a deeper connection and the importance of expressing your feelings to them.

Crafting your #SayItNow message

Crafting a heartfelt “Say It Now” message involves thoughtful consideration and sincerity. Here are a few steps to guide you through the process:

Create a Comfort Zone:

Find a cozy spot where you feel at ease. It could be your favorite chair or quiet corner.

Reflection:

Begin by reflecting on the emotions you want to convey. Consider specific qualities, memories, or experiences that you appreciate in the person. This introspection sets the foundation for your message.

Start with a Stream of Thoughts:

Jot down your thoughts in a stream-of-consciousness style. Don't worry about structure; think of it like a casual conversation.

Organise Your Thoughts:

Organise your thoughts, it's good to start with a warm opening, express your feelings in the body of the message, and conclude with a positive note.

Personalisation:

Make your message personal by incorporating specific details, referencing shared memories, experiences, or qualities that resonate with you and being specific in expressing why they are important to you.

Allow for Editing:

Try out different writing formats until you find one that fits your style and the relationship you have with the person. Edit gradually, refining your words to express your feelings until it feels just right.

End on a Positive Note:

Conclude your message on a positive and uplifting note to leave a lasting impression and reinforce the warmth of your sentiments.

Remember, the key is authenticity. Let your emotions guide your words, and don't be afraid to be vulnerable. Your “Say It Now” message is a meaningful gift that can strengthen your connection with each other.

Prompts to get you started

How did you first meet? Is there an anecdote or an in joke you have with them from your first meeting or from that point in time?

Can you recall a particular instance where their actions demonstrated a noteworthy characteristic you admire?

What specific qualities of this person inspire you or make them unique?

How does this person make you feel when you're around them?

Are there specific talents or skills possessed by this person that you find particularly admirable?

In what ways has this person positively influenced your life or the lives of others?

Think about challenging situations – how does this person handle adversity, and what qualities do they exhibit during tough times?

Consider their communication style. What about the way they communicate resonates with you?

Are there consistent patterns of behavior that you appreciate in this person across various situations?

Reflect on their values. What principles or beliefs do they hold that you find commendable?

In what ways does this person contribute to the well-being of others or the community, and how does that contribute to your admiration for them?

If you could say one thing to them while they are still alive to hear it, what would you want them to know.

Opening Lines

"Hey, I've been wanting to open up about something that's been on my mind..."

"So, I've been doing some reflecting, and there's something I really want to share with you..."

"Guess what's been on my mind lately? Just wanted to let you know how much I appreciate you..."

"I was sitting here, thinking about how awesome you are, and I thought it was time to tell you..."

"You know, I've been meaning to drop a note to say how much I value having you in my life..."

"I've been thinking about you and wanted to take a moment to express how incredible you are..."

"Quick heads up—I've got some feelings to share, and they're all good vibes about you..."

"Hey, you've been on my mind, and I need to tell you why you're awesome..."

"I was just thinking about how lucky I am to have you around, and I wanted to share that with you..."

"Alright, get ready—I'm about to drop some appreciation your way..."

"From the depth of my heart, I want you to know..."

"It's not often that we take the time to express our deepest feelings, but today, I feel compelled to share..."

When to deliver your message

The right moment to deliver - is NOW. It is also great to consider when they are in a space to receive your message and when you have the time and space to have an open conversation and reflect on your relationship together.

Privacy and Comfort:

Choose a setting that provides both you and the other person with privacy and comfort to encourage open communication.

Emotional Readiness:

Pick a moment when both you and the other person are emotionally prepared for a thoughtful conversation.

Appropriate Timing:

Consider the broader context and select a time that is appropriate for the nature of your message, avoiding sensitive discussions during busy or critical periods.

Mutual Availability:

Ensure both parties have the time and availability for a meaningful conversation, preventing rushed discussions. Minimize external distractions to create an environment conducive to focused and meaningful chats.

Natural Flow of Interaction:

Look for a natural flow in your interaction, allowing the conversation to unfold seamlessly without forcing the expression of feelings.

Celebrate Milestones or Positive Events:

Capitalise on occasions such as birthdays, anniversaries, or other positive events to deliver your "Say It Now" message. These moments of celebration provide a naturally uplifting and reflective atmosphere, making it an opportune time to express heartfelt sentiments.

Trust Your Instincts:

Trust your intuition to sense when the other person is receptive and open to dialogue, allowing the conversation to unfold organically.

Always remember the whole point of the exercise is to share what's on your heart so being spontaneous can often have the most lasting effects.

How to share your message

You can share your message however you like! Be prepared, get creative, or be completely spontaneous in the moment. Below are the three main ways and their advantages but it is as simple as choosing what you feel is best for you:

Written

Compose a letter, email, or handwritten note to give to them in person, mail or email to them.

Advantages:

Allows for careful thought and expression, providing a tangible and enduring record of your sentiments.

It offers the recipient the opportunity to revisit your words.

Verbal

Speak directly to the person, either face-to-face or over a phone/video call to share your feelings.

Advantages:

Enables immediate interaction, allowing you to gauge the person's reaction in real-time.

Verbal expression adds a personal touch through tone and inflection.

Social Media

Share your heartfelt message through a post, a series of photos, or a video on social media.

Advantages:

Allows you to combine words with images, videos, or even music to convey another level of expression.

Others can engage, comment, and share in the celebration of meaningful connections.

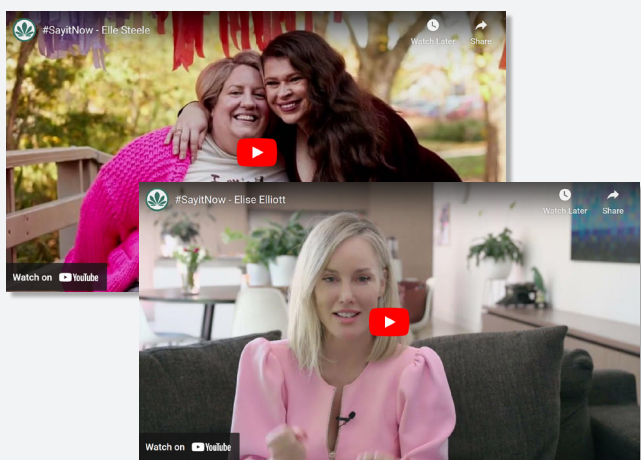
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