

Talking to your clients about philanthropy

◆ Why to talk to your clients about philanthropy:

Giving is often a priority for high-net-worth individuals – over 90% give to causes they value. They rely on professional advisors for guidance to ensure their financial gifts make the most impact. That's why philanthropy should be on your checklist of topics to cover with clients – as routine as asking about family, taxes and investments.

◆ When to talk to your clients about philanthropy:

There are key times when philanthropy is a particularly important option for your client to consider. Those triggering events include:

- ◆ Initial client meeting or ongoing discussion about wealth management and estate planning.
- ◆ Investment strategy discussions (capital gains, portfolio rebalancing, etc.).
- ◆ Liquidity events (sale of a business, real estate or other assets).
- ◆ Review of an IRA, 401(k) or other retirement plan.
- ◆ Your client brings up a desire to make a difference, leave a legacy or share values about the responsibilities of wealth.

◆ How to talk to your clients about philanthropy:

Clients report that they expect more than a lesson in tax, finance and legal technicalities when they talk to their professional advisors about philanthropy. They also want to discuss the values, goals and passions that inspire their giving.

Asking your client open-ended, values-based questions helps you understand their reasons for giving and their expectations for philanthropy. Those types of questions include:

- ◆ What are the charitable causes you and your family currently support and why?
- ◆ What do you find most fulfilling about your giving and what concerns you most?
- ◆ How do you measure the impact your charitable giving makes in the community?
- ◆ What current or future issues do you see challenging your family's future and your community's quality of life?
- ◆ How would you like to be remembered?

We can help:

You know your client. We know philanthropy. Together, we can help your client create a legacy of impact and ensure a brighter future for Broward.

To get started contact Vice President of Philanthropic Services Kelly Marmol at kmarmol@cfbroward.org or 954-761-9503.

