

HOW TO TALK GIVING

With Your Charitable Clients

Your clients look to you for advice on highly personal matters, including their philanthropy. Studies show that discussions between clients and advisors around philanthropy are good for the advisor's business. These conversations can help advisors deepen their connections with clients and build relationships with clients' extended families.

If you're considering recommending donor-advised funds to clients, here are 10 things to keep in mind.

1. Do you know if your clients are **charitably inclined**? Starting with some simple questions can lead to larger discussions about how you can help clients maximize and simplify their giving.

Conversation Starters

- ▶ [What charities do you currently support and how do you support them?](#)
 - ▶ [What general causes do you care about?](#)
 - ▶ [What was your most important or most satisfying charitable donation or volunteer experience?](#)
 - ▶ [Do you want your family to have more involvement in your giving?](#)
2. Are your clients holding **appreciated assets, including publicly traded securities**, and facing capital gains tax? Your clients can avoid capital gains and receive a tax deduction by donating these securities to donor-advised funds.
 3. Do you have clients who want to **sell a business**, or do your clients have **illiquid assets they want to put to charitable use**? We can accept donations of complex assets, including business interests and real estate, allowing your clients to receive the maximum tax deduction for their donations.
 4. Are your clients **hesitant to let someone else manage their assets**? Donors can choose how assets in their donor-advised funds are invested. They can work with their own trusted financial advisors, if their fund assets exceed \$100,000, or they can choose to invest in one or more of Greater Horizons' investment pools.

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5. Are your clients **too busy** to handle the administrative side of their giving? Your clients can log in to our portal anytime day or night to see statements, review contributions and request grants. We will perform the due diligence to ensure grants are made to IRS-qualified public charities, and we can mail checks directly to charities or to your clients. Your clients can also set up recurring donations from their donor-advised funds to their favorite charities.
6. Is **collecting charitable tax receipts** burdensome for your clients? If your clients organize all of their giving through a donor-advised fund, they are spared this chore. Because we are a 501(c)(3) public charity, contributions are tax deductible, so the only receipts they need to keep are from us.
7. Do your clients have **children**? Donors with donor-advised funds can pass along their charitable legacies by naming future generations as successor advisors. We also offer multigenerational donor education programs to help your clients make the most of their family's giving.
8. Are your clients **private about their wealth**? We never share any personal information about our donors. They can also choose to make anonymous grants from their donor-advised funds.
9. Are your clients nearing **retirement age**? If they want to support causes after they retire, they can set aside money in a donor-advised fund now and give to charities later.
10. Do your clients need help **keeping track of their giving**? Your clients can access our portal to see a full history of how much and how often they have given to organizations in the past.

To learn more, contact us at info@greaterhorizons.org or 866.719.7886.