Talk About Giving

GREATER HOUSTON COMMUNITY FOUNDATION
Expanding Philanthropic Impact

Initiating a conversation with clients about what kind of legacy they want to leave and how they might want to involve their children in their plans can be difficult. This session will take participants through an interactive experience to gain an understanding of why and how to be a charitable initiator.

Presented by

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(Note: Heather Sherwin of the Central Carolina Community Foundation created the original version of this presentation and shared it with GHCF through the 21/64 network.)

Questions for Advisors…

Are your clients charitable? What percentage?

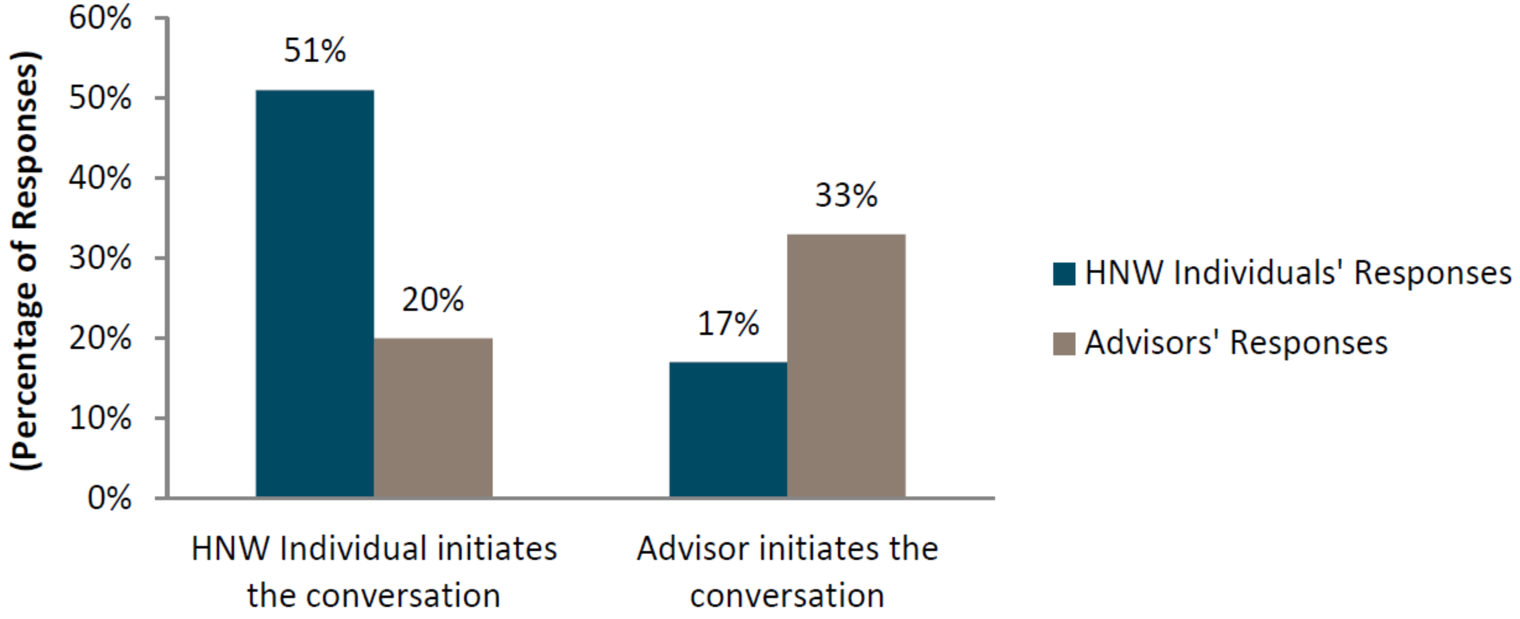
Do you know about their giving?

How do you talk about their values and charitable goals with them?

If you don’t talk to them about their charitable goals, why don’t you?

The Role of Professional Advisors

Chart 1: Who Initiates the Philanthropic Conversation: Depends on Who You Ask



Being a charitable initiator works.

Want to engage your clients and pave the way for a long-lasting relationship?

Try discussing philanthropic goals.

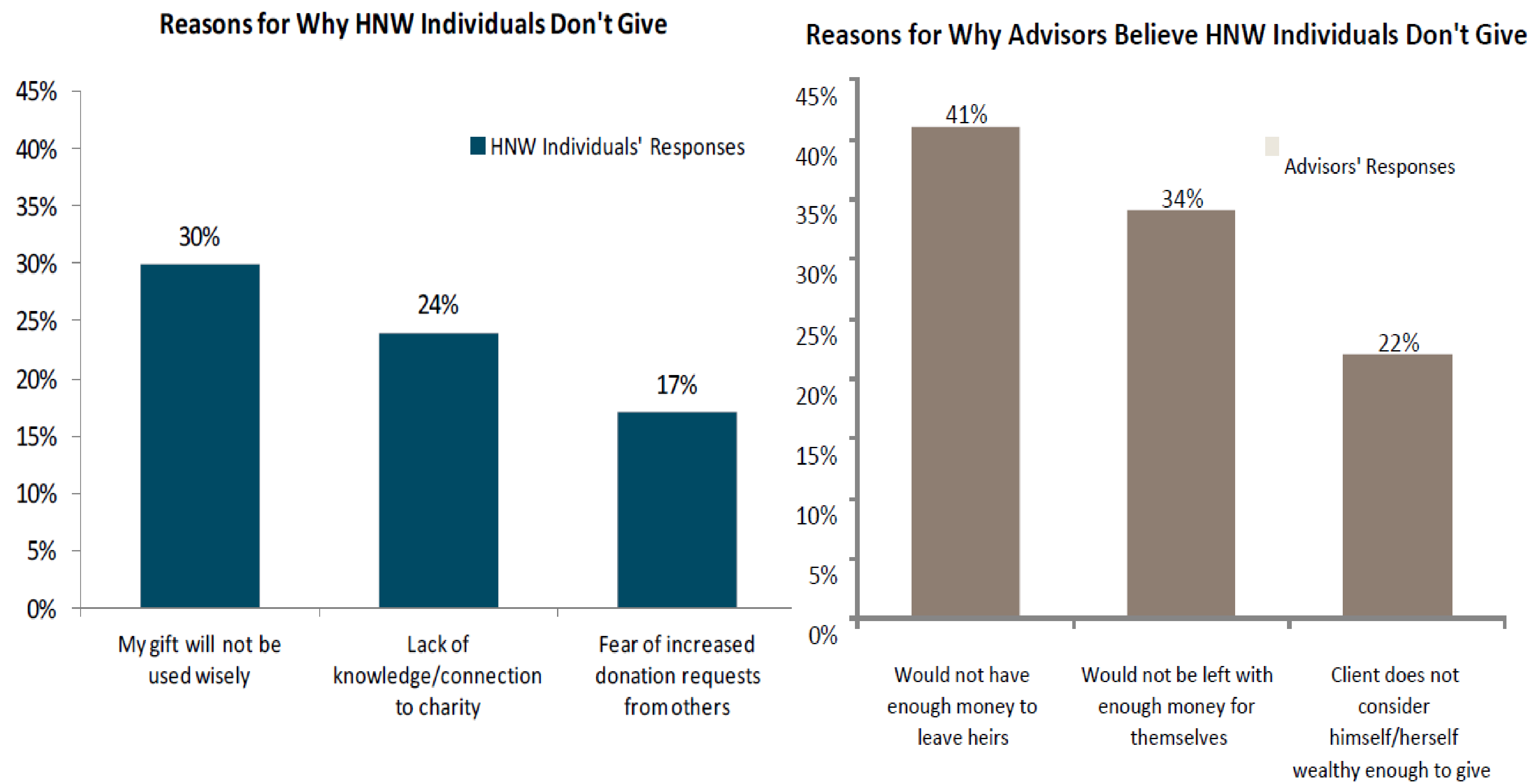
Ask EVERY client…

If you are set to inherit $1,000,000 from your great aunt with the condition that you have to give away half in order to receive the other half, what organizations would you like to support and why?

Dispelling Myths

Myth #1: Clients have to be rich to give

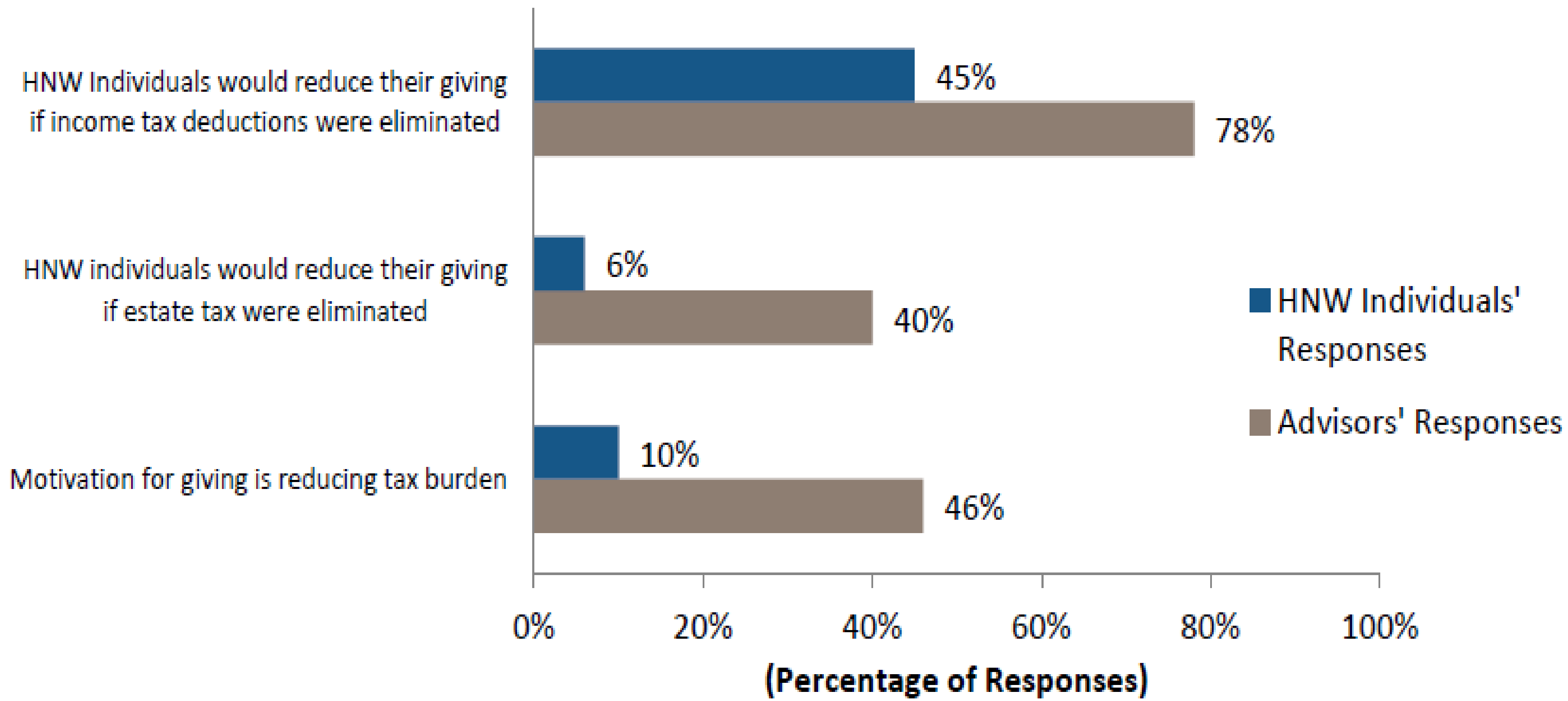
Chart 4: Inhibiting Factors of HNW Giving: Advisors Perceptions Not Always on the Mark



Dispelling Myths

Myth #2: Clients give ONLY for tax reasons

Chart 3: Tax Benefits as a Motivation for Giving: Less Important than Advisors Think

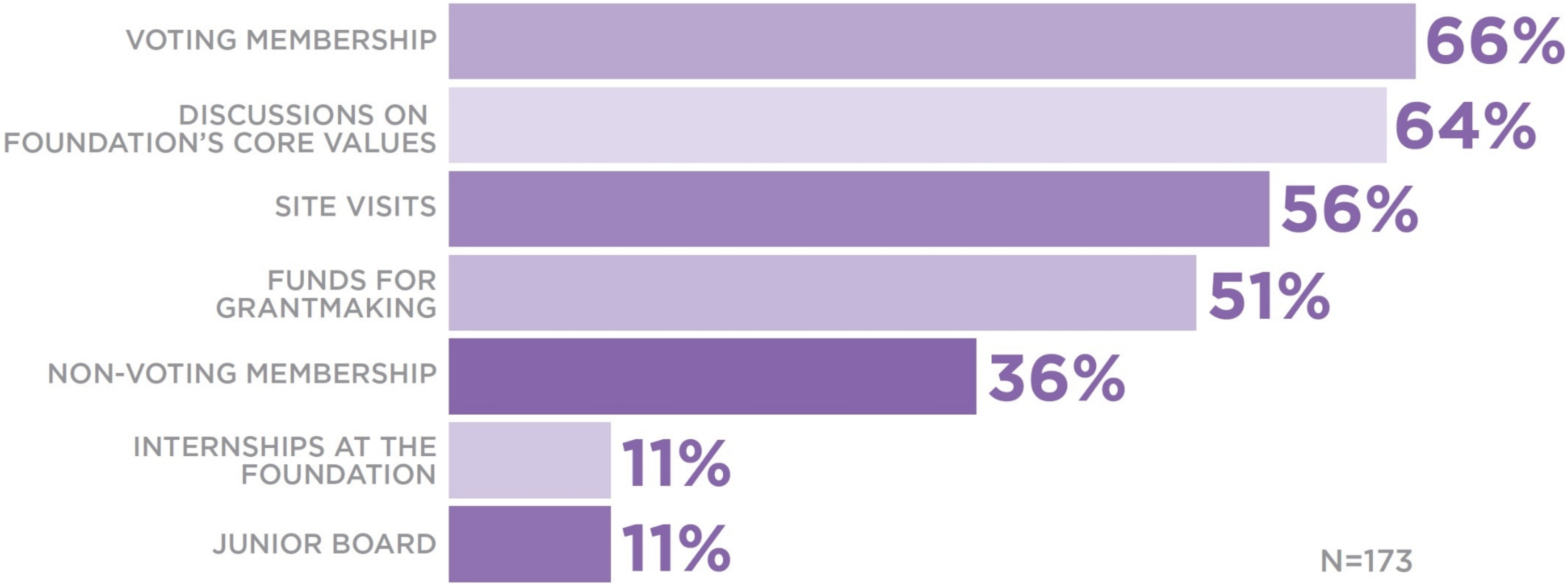


Dispelling Myths

Myth #3: Clients don't involve their children in giving

The Next Gen is participating!

FIGURE 22. WAYS THE FOUNDATION ENCOURAGES YOUNGER GENERATION TO PARTICIPATE

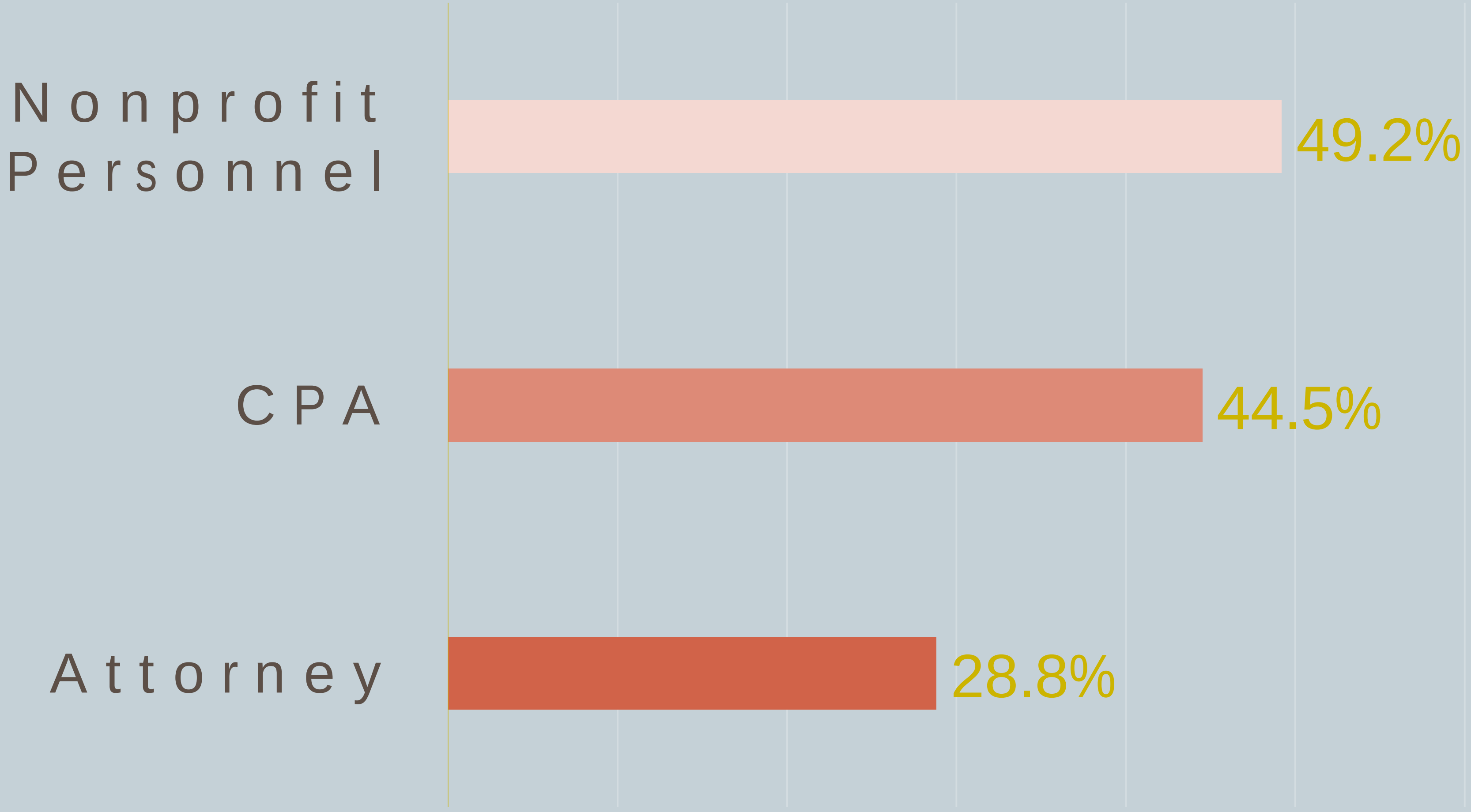


Source: Urban Institute and National Center for Family Philanthropy 2015 National Survey of Family Foundations.

Dispelling Myths

Myth #4: Clients don’t want advice about giving

Your clients are probably talking to someone…



Source: Planned Giving Design Center

Tools for Legacy Conversations

This visioning exercise is offered as part of GHCF's menu of services. For more information about using this and other techniques within your business or family, contact Susan Zarich, szarich@ghcf.org

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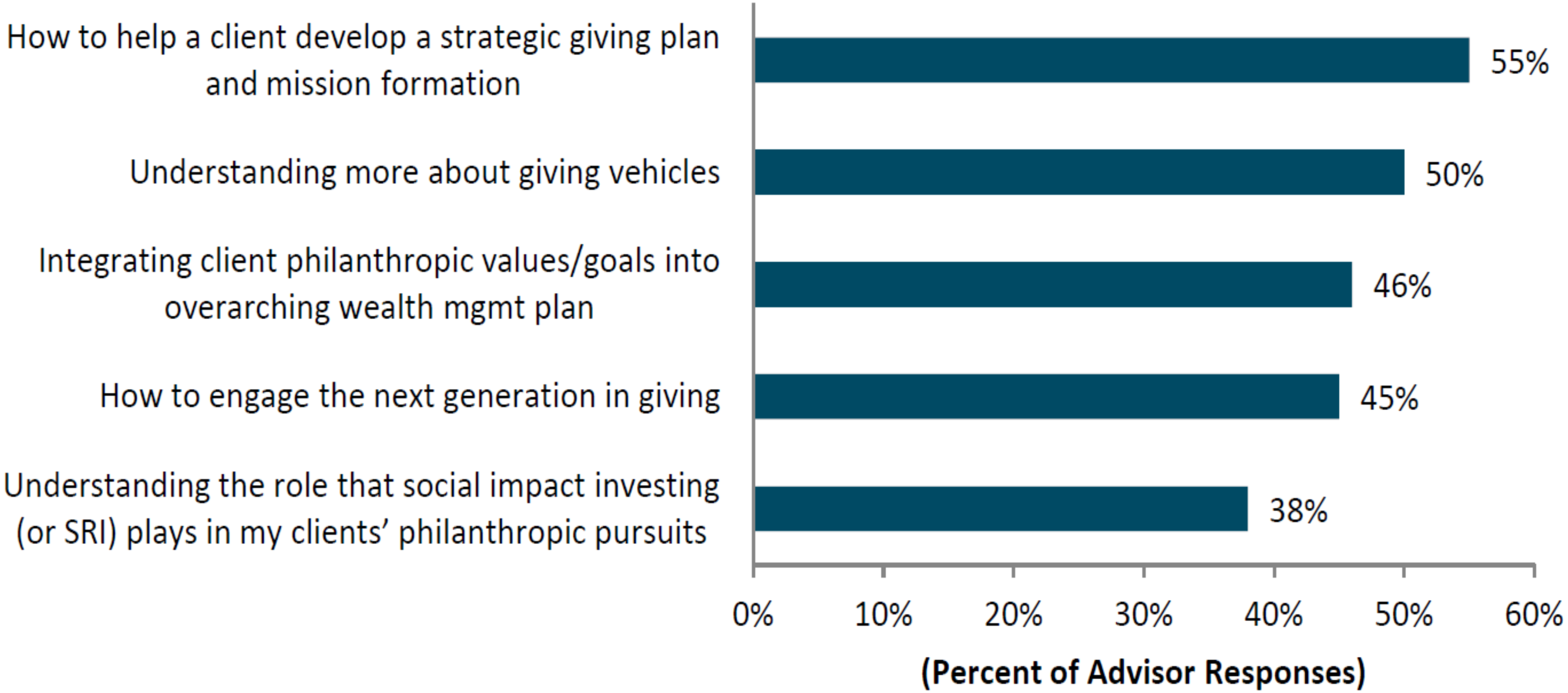
Find philanthropic partners to move them forward!

Chart 5: Hot Topics: What Advisors Want to Learn About Philanthropy



Additional Resources

- U.S. Trust Study http://www.sjsu.edu/advancement/docs/philanthropic-conversation-study.pdf
- 2164.net – Multigenerational tools and Next Gen research
- GHCF Professional Advisor Institute – See handout
- National Center for Family Philanthropy – www.ncfp.org

Greater Houston Community Foundation

THANK YOU!

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