

## ADVISORS AND THE PHILANTHROPIC QUESTION

### THE INITIATOR

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- An advisor who raises the issue of philanthropy with their clients and facilitate action on behalf of their clients
- **Opposite of followers**, who wait for clients to raise philanthropic issues

### WHY ADVISORS ARE NOT INITIATORS

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#### Research indicates:

1. **Lack of understanding** of gift planning vehicles
2. **Unfamiliarity** or discomfort with philanthropic discussion
3. **Fear** of losing business

### BECOMING THE INITIATOR

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#### 1. ASK THE QUESTION

as part of routine estate or wealth planning sessions:

*“What do you want to do for people, causes and institutions that have been important to you in your lifetime?”*

#### BECOMING THE INITIATOR

#### 2. BECOME INFORMED: USE THE JCF

- Consult the National Gift Planning Handbook  
[www.jcfmontreal.org/handbook](http://www.jcfmontreal.org/handbook)
- Ask for JCF seminars for firm or private
- Ask JCF for ideas, calculations, gift plans, contracts that you can present to your clients
- JCF provides family philanthropic structures and questionnaires to pursue philanthropic planning

#### BECOMING THE INITIATOR

#### 3. MAKE FEARLESS REFERRALS

- Refer the JCF to your clients
- The JCF will bring the client back to you, as advisor
- Protects your relationship

**4. EXPLORE PHILANTHROPY PERSONALLY**

- Discuss with JCF your personal philanthropic goals and desires
- Will help, when dealing with clients

**5. BE AN ACTIVE LISTENER**

- Listen for philanthropic cues when meeting with clients: **Who** they donate to, **volunteer** with
- These facts spearhead conversation

**6. KNOW THE DIFFERENCE:****It is not all about tax**

- Discussing a client's charitable mission revolves around value-based planning, not solely financial planning
- Philanthropic decisions build on the values and culture of the donor

**BENEFITS OF PHILANTHROPIC ADVISING**

1. It is good for **community**, for your **clients**, for your **business**, for **you**.
2. You'd be surprised how many of your clients are searching for a way to **give back** to community, to **memorialize** a loved one, or simply to **do good**.
3. Discussing philanthropy with your clients can be done unobtrusively, in a way that **respects** their privacy, values, and autonomy.

4. It expands the menu of services available to your clients, thereby increasing their level of satisfaction with you and your services.
5. It adds to your areas of expertise as a professional advisor.
6. It increases the potential for new referrals and thus opens the door to new clients.
7. It marries your chosen profession with your desire to do something good for the world.

8. It helps address important social needs and helps make your community a healthier, more vibrant place to live- a real legacy for future generations.
  9. It puts you in touch with a supportive network of new colleagues who are willing to share their time and expertise.
- 10. It's easy to do...**

*"He who urges and activates others to give tz'dakah receives a greater reward than the donor himself."*  
Maimonides