Investment Advisor Guide – Initiating Charitable Conversations

SCHWAB CHARITABLE®

Charitable Giving Conversations

Meaningful wealth management and planning discussions often start with understanding your client's dreams and goals. For many clients this also means their philanthropic goals.

Conversation Tips

- Explore your client's charitable giving goals and motivations
- Ask how they give to charity today and if they have considered donating appreciated assets
- Explore whether or not creating a charitable legacy is important to them
- Build a connection by sharing insight into your own philanthropic interests

The table below provides insight on opportunities for initiating a charitable conversation and how to approach the topic of charitable giving.

Initiating the conversation	Sample approach to conversation
New client meeting	Is charitable giving important to you, and if so what are some of your charitable giving goals?
Appreciated assets in the portfolio	In reviewing your portfolio, I see you have appreciated securities that would result in capital gains if sold. Do you currently give to charity? If so, we could help minimize your taxes by using these assets to help fund your charitable giving. Would that be of interest to you?
Tax planning	In reviewing your tax return, I see you give to charity. Would you be interested in discussing tax efficient ways to give?
Major tax event	The potential sale of a non-cash asset such as real estate, a privately held business (C or S Corp.), restricted stock or private equity may cause a major tax event. Have you considered donating a portion of these assets to charity? This could minimize capital gains taxes, while increasing the amount you could give.
Retirement planning	As you think about your retirement expenses, do you want to plan for any charitable giving? If so, would you like to discuss how you can fund your philanthropy now so that you can continue your giving levels into retirement?
Family Giving	Have you considered using philanthropy to help educate your children about money and values?
Estate/Legacy planning	As part of your estate, are you planning to leave assets to any charitable organizations? In thinking about transitioning assets, have you considered engaging your family in your charitable giving now? If so, did you know that in many cases, leaving tax-deferred assets, such as IRA funds or annuities, to charity will relieve non-charitable beneficiaries of tax liability?

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