

Starting the Conversation

You've built a relationship with your client based on your expertise and trust. Discussing philanthropy with clients is a way to strengthen that relationship and potentially extend it for generations. Specific situations open a door for this conversation to happen naturally.

LEAVING A LEGACY

A charitable provision in your client's estate offers significant tax savings. Why not also utilize this opportunity to leave a personal or family legacy? Mankato Area Foundation can help identify causes your client is passionate about while obtaining maximum tax advantages and meeting charitable goals.

SELLING A BUSINESS

If your client owns appreciated stock in a company approaching a sale, we can help shape a charitable gift that mitigates capital gains tax while making a lasting impact for a charity.

RETIREMENT PLANNING

If your client is looking to retire but needs additional income to do so comfortably, a charitable gift annuity or a charitable unitrust may help. Planned giving options are great ways to solve income needs while providing a gift to your client's favorite charity. It is also possible to structure a plan that could provide for or include heirs.

YEAR-END TAX PLANNING

Did your client experience a bump in income that created a large tax liability this year? A donor advised fund can provide a tax deduction now while offering time for your client to choose a charity to support.

ACTIVE INVOLVEMENT WITH A NONPROFIT ORGANIZATION

Your client may have a specific charity that is a passion. Whether volunteering or supporting financially, it is close to heart. Including language within a will is an easy way to leave a gift that leaves a lasting impact.

WHEN THESE SITUATIONS ARISE, THESE QUESTIONS CAN HELP YOU IDENTIFY A CLIENT'S MOTIVATION FOR AND KNOWLEDGE OF PHILANTHROPIC GIVING:

- Do you volunteer with a nonprofit organization? What motivated you to do so?
- How do you decide which nonprofits to support?
- Are there any charities that you support annually that you would like to continue supporting into the future?
- What has been the most joyful charitable gift you have made? Why?
- The sky is the limit, what would you like to accomplish with your charitable giving? Do you think this is possible?
- If there was a way to divert dollars from taxes to a charity of your choice, would you want to explore options?

IF YOUR CLIENT IS INTERESTED, HERE ARE POTENTIAL FOLLOW-UP QUESTIONS:

- Would you like your family to be involved with philanthropy?
- How much wealth do you want to leave to your heirs? If there is an excess, would you want to include charity?
- Are you interested in leaving a personal or family legacy in this community?
- Do you like the idea of a private foundation but feel concerned about the privacy, costs and administrative requirements needed?
- How actively involved do you want to be in your philanthropic endeavors?