

# Maximizing Client Engagement:

Innovative Philanthropic Strategies  
to Promote Client Retention for the Long Haul



**Composition  
Wealth**



SEATTLE  
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# Your Speakers



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**Quick poll...**

# What We'll Cover Today



## What is philanthropy?

How your definition, and your client's, might be creating missed opportunities for planning and impact.



How and why **philanthropic know-how** will define the next crop of successful advisors and their firms.



**The two major disconnects** preventing advisors and clients from connecting on philanthropy (and why that matters for client engagement & retention).



**3 major barriers advisors have** in navigating philanthropic conversations (and how to get around them).



**Several easy ways** to start incorporating philanthropic conversations into your practice.



# What IS philanthropy?

Time

Talent

Treasure

Testimony

Truth

The image features two decorative curved lines. One is in the top right corner, curving downwards and to the left, with a color gradient from light blue to light green. The other is in the bottom left corner, curving upwards and to the right, with a color gradient from light green to light blue.

**My clients aren't philanthropic.**

Maybe not in the way you (or they) are defining it!

# **Why is all of this important?**

Gaps in philanthropic know-how will define the future of financial advisors' success.



## **What we're seeing:**

There's a disconnect between what clients are asking for, and what advisors are providing.

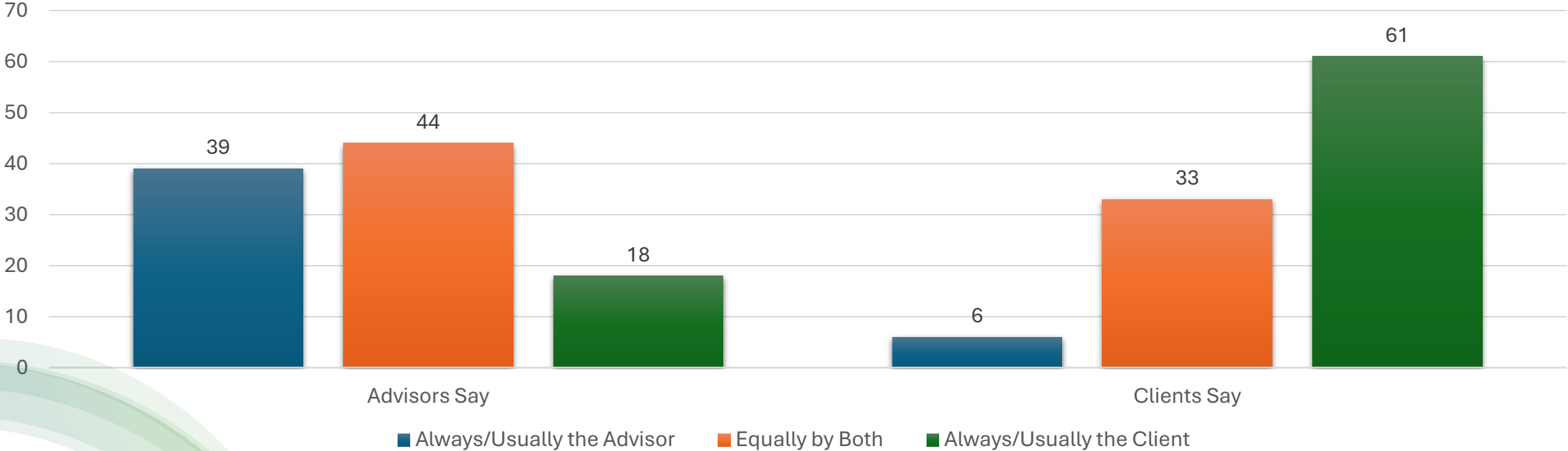
There's also a disconnect in how clients and advisors see the philanthropic conversation: who is initiating, and what is discussed.



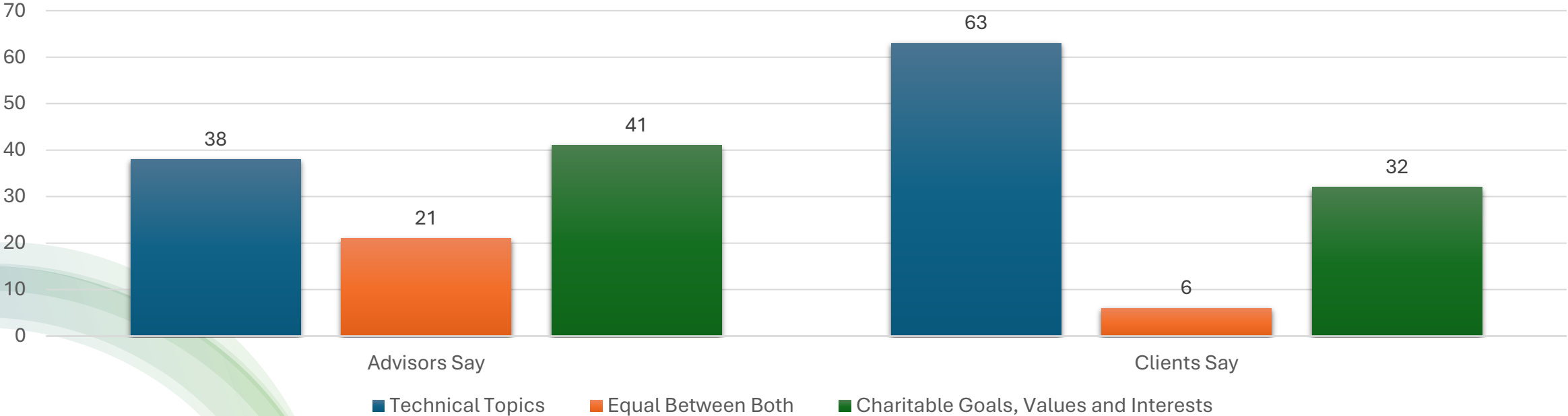
**Nearly all (94%)** of wealthy donors would like to be more knowledgeable about at least one aspect of charitable giving.


**48.9% of wealthy donors** consider themselves “novices” when it comes to philanthropy.

# Who Initiates the Philanthropic Conversation?



# What Do We Talk About When We Talk About Philanthropy?





**Challenge:** Very few financial advisors retain clients across generations. Data suggests 80% of heirs will look for a different financial advisor upon inheriting parents' wealth.

## **Opportunity:**

- Younger generations are increasingly seeking charitable planning and values alignment as part of what they want from financial advisors:
  - 59% of investors ages 21-41 are more likely to seek guidance from financial advisors that goes beyond investment management (including charitable giving as an important goal).
  - 71% of younger investors agree their advisor “helps me think through the type of legacy I’d like to leave behind in the world.”



**What does all this mean?**


Clients aren't getting what they need – and they will seek advisors who can give them what they're looking for – particularly when we think about advising multi-generational families.



# **3 Common Assumptions That Might be Derailing Your Philanthropic Conversations**



**Assumption #1:**  
My firm will lose AUM.



**Opportunity:**  
Firms that offer  
charitable  
planning perform  
better across a  
range of metrics.

Study by Fidelity shows that firms  
that offer charitable planning:

Had 6x the median assets

3x the median organic growth

1.3x new money

Net Promoter Score: referrals

Score of advisors who offer  
charitable planning: 67

Score of advisors who don't  
offer charitable planning: 49



## **Assumption #2:**

Charitable planning will distract my client from other planning goals we really need to focus on.



**Opportunity:**

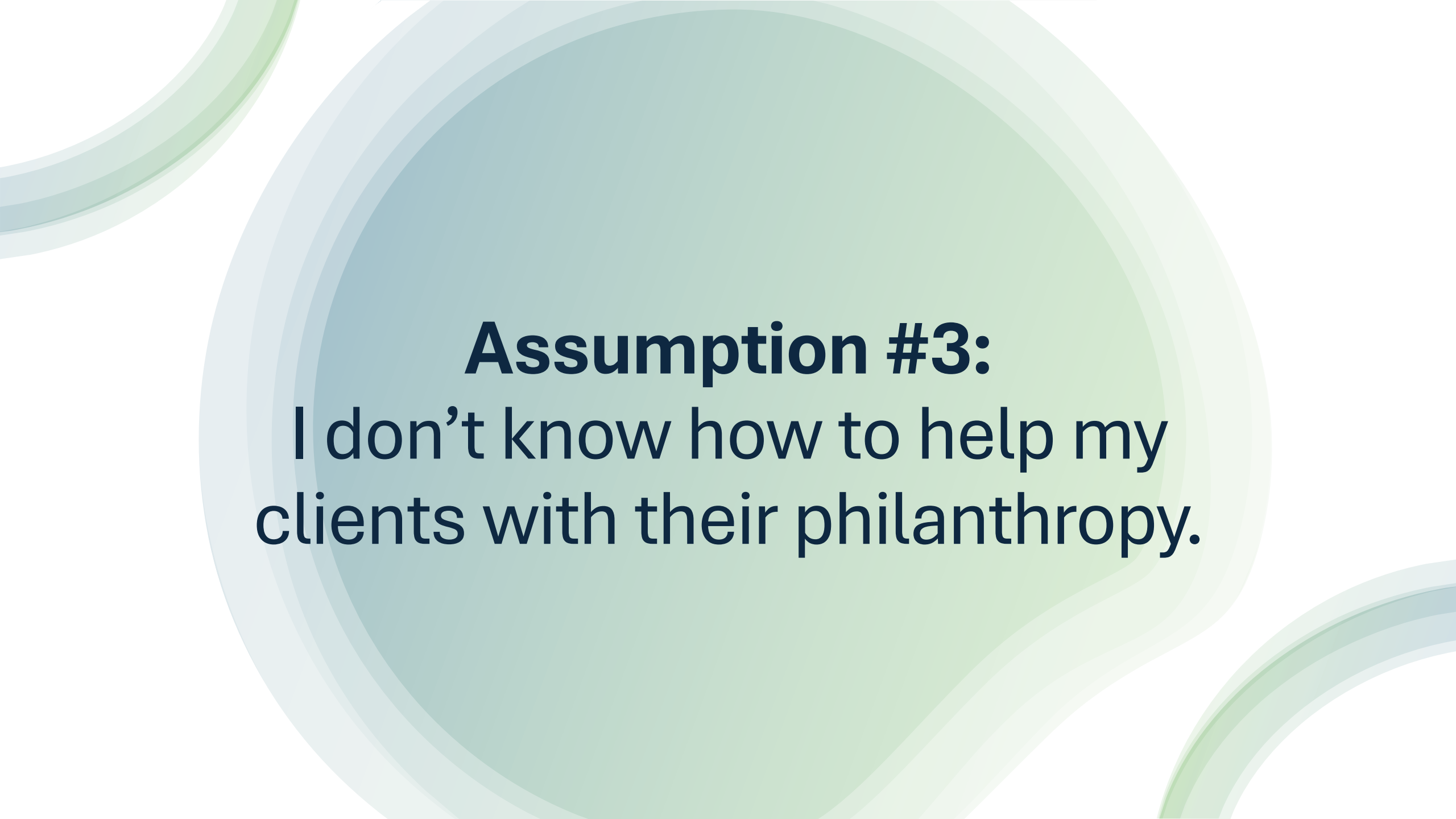
Integrating philanthropy into the conversation can help provide an integrated lens for all aspects of client planning.



Social Legacy

Family Legacy

Lifetime Needs



**Assumption #3:**  
I don't know how to help my  
clients with their philanthropy.

**Opportunity:** Engage clients in different types of conversations to deepen trust – and ask for help!



# Quick Recap: Things You Can Do To Support Client Relationships for the Long Haul

- View clients holistically and capture data about them accordingly.
- Review all assets for philanthropic potentiality.
- Ask open-ended questions.
- Phone a friend when you need help!

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**Questions?**

