Financial Advisors as Guiding Stars to Philanthropic Giving?™

"Building Bridges of Benefit Between Financial Advisors, Fundraisers & the Client/Donor." (Tips, Tools & Tactics)

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Invitation to Donate to Support this Work

If you find value in this work, please contribute so the work can continue. This resource required 10+ months of focused R&D and a decade of interviews and inquiry. I've chosen to make the full report available in this PDF.

To contribute, go to www.philanthropynow.com home page and click on "Donate" via PayPal or email advocate@philanthropynow.com to discuss underwriting. While not tax deductible, your support will be a vote for deeper ongoing inquiry. Thank you. Charles

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**"Giving transforms you and your practice.
When I became a donor I became a different kind of advisor.
I think like a donor because I *am* a donor. My practice thrives.
Is there a connection?" - Drake Zimmerman, JD, CFA, CAP**

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Executive Summary

The “big win between the advisor, donor and nonprofits [happens] because they act as “co-conspirators for good.” - Phil Cubeta, ChFC, CAP, Gifthub Blog

“The friction between clients and their advisors arises because advisors are trying to maximize financial outcomes, not maximize their clients' joy, self actualization or social impact.” - Sean Stannard Stockton, CFA, CAP, Ensemble Capital Mgt.

“The wealthy want Philanthropic Actualization - Feeling good about themselves and their use of their wealth and modeling that behavior to others.”
- King McGlaughon, JD, Wachovia Bank

In the short run, raising the giving question will reduce assets under management (AUM) and management fees but it is likely to attract and retain more clients and their descendents because you have earned trust by putting their educated giving wishes first. -Paraphrase of Collis Townsend, Community Foundations Services Corp. and Sean Stannard Stockton, CFA, CAP, Ensemble Capital Mgt.

Now more than ever client/donor trust must be earned-recovered-deepened.

Putting client/donor informed giving preferences first is paramount.

Raising the giving question with clients is not only socially responsible . . . it is also good for building community outreach and the advisors business.

Confluences and conflicts of interest between financial advisors, fundraisers and the wealthy must be revealed and discussed openly in terms of pay points, decision-making prerogatives, ways of operating, giving vehicles and core values.

“Become as attentive to the donors’ own mission as you are to your nonprofit’s mission, matching the two by first understanding what drives the donor.”
- King McGlaughon, JD, Wachovia Bank

About This Research

My purpose in conducting this inquiry is to build bridges of understanding, appreciation and day-to-day collaboration among three players essential to the act of philanthropy . . . the donor/client, financial advisor and fundraiser. My bias is to be “giving centric and donor centric” in a balanced, active and unashamed way. Some of the issues raised in this inquiry are controversial. My intent is to make the unmentionable . . . mentionable in a way that opens dialogue in the service of greater giving and active engagement among the players.

"This *inquiry is tour de force* and must-read for the industry. The information is spot on and is unique in getting to many of the deeper questions, barriers and challenges of this arena."

- Carla E. Dearing, Past President & CEO, GivingNet, Inc. (aka, Community Foundations of America)

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