



Initiating the Charitable Discussion

According to the “2012 Bank of America Study of High Net Worth Philanthropy,” **95% of high net worth households** (net worth of \$1 million, excluding their home and/or annual household income of \$200,000+) **donate to at least one charity per year**. Their average **annual giving is approximately 9%** of their hh income and **76% plan to give as much or more to charity in the next 3 to 5 years**.

Charitable giving should be a major discussion item with your high returning clients, giving to charity is a great way to present fresh opportunities that may provide a way for people to realize their financial goals. **These questions can assist in furthering their understanding in how charitable giving may help them achieve their goals:**

- What charities are you currently involved with?
- How do you help out with these charities?
- How did you learn about these charities?
- Is there a reason you support these specific charities?
- Are there any charities that you do not currently support but wish to in the future?
- How much of your yearly income goes to charitable giving?
- How do you feel about your charitable giving so far? Is there anything you wish to change or include in the future?
- Would you be interested in being in full control of where your charitable dollars will go?
- Are you interesting in knowing how you can give-or continue to give-to charities after your death?
- If you could receive tax benefits, would you be interested in making charitable giving a part of financial goals?
- If there is a way to invest in charitable giving while also fulfilling your financial goals, would you be interested in learning more about that?
- If there is a way to invest in charitable giving while also supporting and benefiting your family, would you be interested in learning more about that?

As a trusted financial advisor, you are in a key position to create the best plan for your clients by bringing their attention to charitable giving opportunities that reflect their values and help them achieve their goals. Clients may be waiting for you to initiate the conversation about charitable giving, so start the discussion today.

Thank you for joining with us as we seek to improve area communities by promoting and serving private giving for the public good.