



**PEAK**  
PHILANTHROPIC, LLC

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*2023 AHP INTERNATIONAL CONFERENCE*

**WORKING WITH PROFESSIONAL  
ADVISORS – HOW TO BUILD SUCCESS BY  
BUILDING RELATIONSHIPS**

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# NEW FOCUS FOR DONORS

- 64% of all giving in 2022 was from individuals. This is down 6.4% from 2021.
- 9% of all giving was through wills or trusts. This was an increase of 2.3% from 2021.
- 24% of donors now give to fewer organizations.
- 43% of donors would give if someone they know asks.
- Gifts from Donor Advised Funds have increased more than 60% since 2021.
- 94% of donors first heard about charitable ideas from their advisors.

# NEW TRENDS IN CHARITABLE GIFT PLANNING

- More than \$6 trillion is expected to transfer to heirs.
- Charitable gift planning expertise has shifted from the nonprofit sector to the for profit sector.
- Donors trust their advisors more than nonprofits to provide technical charitable giving advice.
- Collaboration with professional advisors is vital for success.

# ADVISORS ARE DIRECTING CHARITABLE DECISIONS

- According to NCCGP's donor surveys, the number of donors who reported learning about the most basic planned gift option – a charitable bequest – from their legal or financial advisors increased from 4% in 1992 to 28% in 2000 to 84% in 2022.
- Nearly 70% of charitable remainder trust donors reported learning about the option from their advisors.

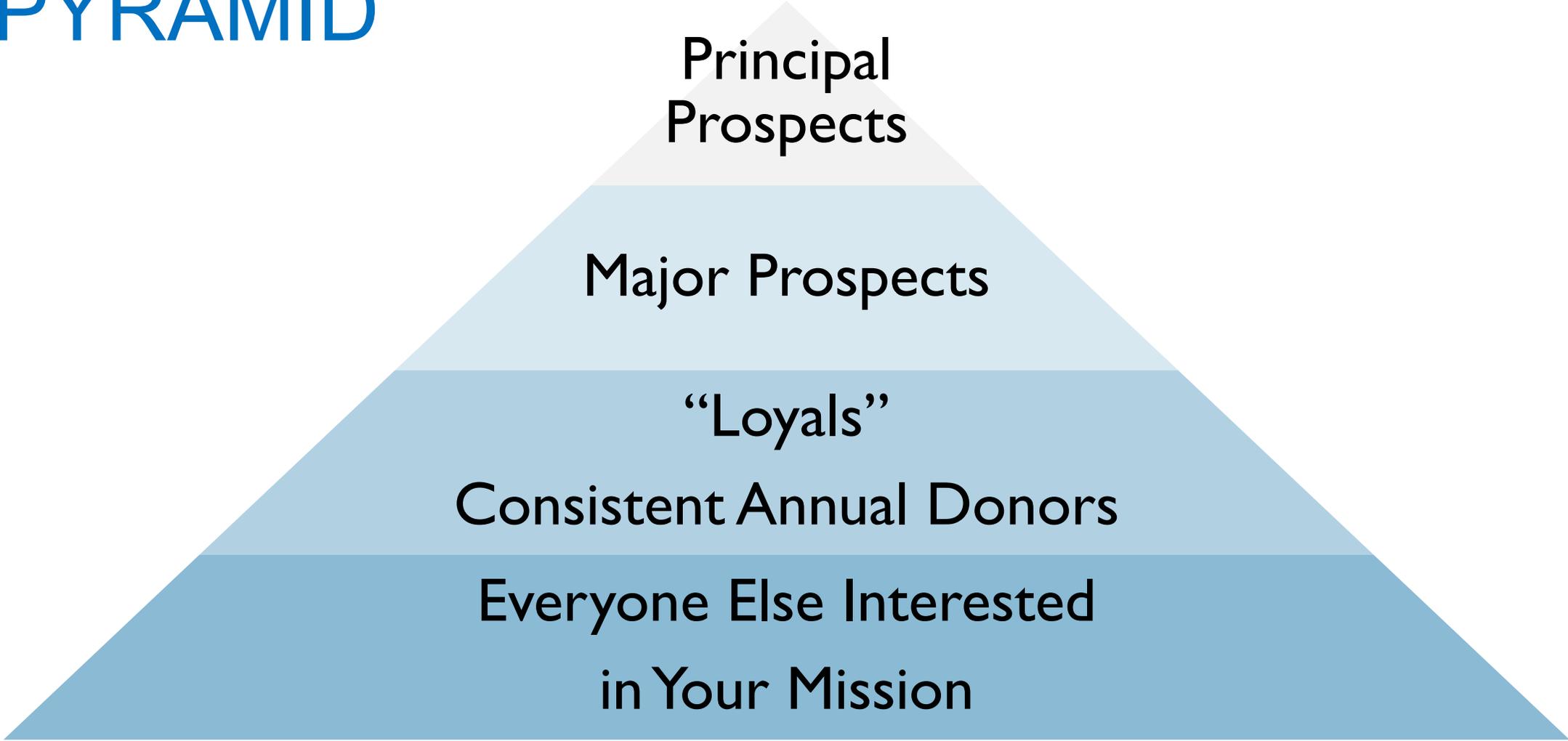
# WHAT DOES THIS MEAN FOR YOUR CHARITY?

- Planned giving is “eroding” within charities as a specialization.
- A small top tier of charities tend to have sophisticated planned giving operations while the majority have few, if any, staff that specialize in planned giving.
- The Number of PGOs is “dwindling”.
- MGOs are now being asked to also close planned gifts.

# WHY PHILANTHROPIC PLANNING?

- Aging generational cohorts have altered the fundraising landscape.
- Donor-centered philanthropic planning techniques are required to reach the majority of donors in their peak earning years and younger.
- Professional advisors, development officers and gift planners must COLLABORATE to help donors achieve their personal planning and philanthropic goals.

# PROSPECT PYRAMID



# IDENTIFYING PROSPECTS

- Selecting the Best Prospects
    - Loyalty and affinity (concentric circles)
  - Segmenting the Prospects
    - No Children
    - Generational Cohorts and Wealth
  - One-On-One Through Your Moves Management Process
    - Identification/Engage
    - Cultivation
    - Solicitation
    - Stewardship
-

# THE PHILANTHROPIC PLANNING MODEL

**Fundraiser + Professional Advisors + Philanthropic Planning = Philanthropy**  
**Donor with Charitable Intent**

# REQUIREMENTS OF THE PHILANTHROPIC PLANNING MODEL

- Donor-centered, values-based relational approach
- Focus on mission and outcomes
- Investment in each prospect (concierge stewardship)
- Openness to non-cash assets and restrictions
- Willingness to collaborate with advisors and include children when requested

# GIFT PLANNING WITHIN THE FINANCIAL SERVICES PROFESSION

- An increasing number of planned gifts are being structured by professional advisors, and very often, charity is not included in these conversations.
- There are many segments in the ranks of professional advisors, and each segment has differing needs and interests relative to their work in charitable gift planning.

# PHILANTHROPIC PLANNING

- The tools and techniques of planned giving are part of the effort, but philanthropic planning is much more than a gift annuity contract or a testamentary charitable remainder trust.
- Working together, donors and their advisors can use all the tools at their disposal to carry vision and values into the future.

# PHILANTHROPIC PLANNING TOOLS

- Annual Charitable Gifts
- Major Gifts
- Wills/Bequests
- Charitable Remainder Trusts
- Charitable Lead Trusts
- Pooled Income Funds
- Charitable Gift Annuities
- Private Family Foundations
- Supporting Organizations
- Donor Advised Funds

# OBJECTIONS TO THE PHILANTHROPIC PLANNING PROCESS

- Why would you object to using this approach?
- Why would your donors object?
- How can we overcome those objections?

# WHY MISSION MATTERS MOST

- Most donors/clients give to mission
- What if your healthcare foundation has little expertise in tax and financial planning?
- What do you bring that no one else on the philanthropic planning team can deliver?

# MISTAKEN IDEAS ABOUT GIFT PLANNING

- Only for the wealthy
- Only for “older” people
- Too difficult to implement
- Only for the very charitably inclined

# POTENTIAL BENEFITS TO DONORS

- Reduced income tax
- Avoid capital gain tax
- Increase cash flow
- Asset diversification
- More capital at work
- Reduce estate and gift tax
- Ability to make significant charitable gifts

# WHAT DOES THIS MEAN FOR PROFESSIONAL ADVISORS?

Advisors need to:

- Drive the process
- Not rely on charities for gift planning expertise
- Become more knowledgeable about charitable methods to meet personal planning goals
- Bring charities to the table for mission and gift terms discussion

# ADVISORS TO TARGET

- Estate Planning Attorneys
- Certified Financial Planners
- Certified Public Accountants
- Financial Advisors
- Bankers
- Insurance Agents
- Real Estate Brokers
- Funeral Directors
- Others?

# POTENTIAL BENEFITS TO PROFESSIONAL ADVISORS

- Increased income
- Increased client loyalty
- Ability to manage money for more than one generation
- Referrals from other professionals
- Community influence

# TOOLS

- Planned Giving Resource Notebook
- Gift Planning Newsletter
- Quarterly Charitable Estate Planning Updates
- Federal Tax Pocket Guide (updated annually)
- Gift Planning Options Pocket Guide
- Client Support – Q&A Resource and Proposal Service
- ‘Leave Behinds’- Cookbooks, Atlas, Estate Planning for Women

# MARKETING – MY APPROACH

- Referrals
- Warm Calls
- Speaking Engagements
- Networking
- Cultivation Activities and Events
- Tour of Your Hospital or Research Facility
- Advertisement in NJ and NY Law Journals

# MEETING THE ADVISOR

- Greeting
- Offer Resource Notebook
- Share Sample CGA Proposal
- Ask “What can I do to help you grow your business / practice?”
- Discuss Seminar & Business Cultivation Opportunities
- Offer referrals
- Ask for referrals



“The rare individual who unselfishly tries to serve others has an enormous advantage. He has little competition.”

– Dale Carnegie

# CULTIVATION OF ADVISORS

- Thank you
- Referral to other advisor
- Send additional resource
- Continue discussion about events
- Invite to golf outing, gala, research tour
- Annual letter with new Federal Tax Pocket Guide
- Quarterly phone call or e-mail
- Additional referrals

# COMPETE OR COMPLETE?

- C ommunication
- O pening discussion
- M otivate creator of plan
- P ropose a solution
- L egal review
- E xecution of plan
- T rust or asset management
- E valuation of results

*Source: Robert F. Sharpe, Jr., JD*

# BUILD RELATIONSHIPS WITH ADVISORS

- Professional Advisors and Charities Can Work Effectively Together
- Partnerships Will:
  - Help You Serve/Retain Your Donors/Clients
  - Help Clients Retain Their Wealth for the Future
  - Help Charities Make a Difference in Our Community
- Charitable Giving Tools are Flexible to Meet Many Personal Planning Objectives

# CAN YOU SUCCEED IF YOU ARE ALWAYS FOLLOWING OTHERS?



# FINAL STEP – ORIENT YOUR MAP TO SUCCESS

- Get out...and meet advisors
  - Close more major and planned gifts by building relationships with advisors
  - Discuss blended gifts to allow donors to achieve their charitable goals
  - Promote gifts from a donor's will or trust
  - Encourage gifts from Donor Advised Funds
  - Share the mission of your healthcare foundation
  - Use metrics to track your performance and make adjustments to continue to hone the skills of your team
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Q & A



**PEAK**  
PHILANTHROPIC  
DEVELOPMENT

If you would like more information...

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# RESOURCES TO ASSIST YOU IN YOUR WORK...

