



HOW AND WHEN TO TALK TO CLIENTS ABOUT CHARITABLE GIVING

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TO WHOM OF YOUR CLIENTS SHOULD YOU BE TALKING ABOUT CHARITABLE GIVING?

- ▶ **Those who already make charitable gifts no matter the size**
 - ▶ Ask if they want to continue giving
 - ▶ Suggest some easy ways to do that
 - ▶ Direct gift in trust
 - ▶ Name the Charity as beneficiary of an IRA
 - ▶ That's a gift worth much more to a charity than an individual
 - ▶ If IRA decreases in value, they can adjust gift later



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TO WHOM OF YOUR CLIENTS SHOULD YOU BE TALKING ABOUT CHARITABLE GIVING? (Cont.)

- ▶ **Those who already make charitable gifts no matter the size**
 - ▶ Ask whether they've talked to the charity about planned giving
 - ▶ Charitable annuities
 - ▶ Special programs (like the Caring Companions program)



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TO WHOM OF YOUR CLIENTS SHOULD YOU BE TALKING ABOUT CHARITABLE GIVING? (Cont.)

► Clients holding highly appreciated assets

- Stock from a start-up now vesting (Apple stock example)
- Real estate
- Other investments
 - Ask if they want to save on taxes
 - Do they need all of the funds currently?
 - Do they have other gains they'll need to offset with a charitable deduction?



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TO WHOM OF YOUR CLIENTS SHOULD YOU BE TALKING ABOUT CHARITABLE GIVING? (Cont.)

- ▶ **Clients holding highly appreciated assets**
 - ▶ Consider:
 - ▶ Direct Gift
 - ▶ Charitable Remainder Trust
 - ▶ Charitable Gift Annuity
 - ▶ Charitable Lead Trust



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TO WHOM OF YOUR CLIENTS SHOULD YOU BE TALKING ABOUT CHARITABLE GIVING? (Cont.)

- ▶ **Client concerned about kids becoming “Trust Fund Babies”**
 - ▶ Ask about community concerns (theirs or their children)
 - ▶ Donor Advised Fund
 - ▶ to teach descendants about giving back/ appreciating what they’ve been given
 - ▶ a way to strengthen family bonds



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TO WHOM OF YOUR CLIENTS SHOULD YOU BE TALKING ABOUT CHARITABLE GIVING? (Cont.)

- ▶ **Client who wants to gift to very young beneficiaries (grandchildren or “greats”)**
 - ▶ Consider a Charitable Lead Trust
 - ▶ Works best when interest rates are low
 - ▶ GSTT planning



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TO WHOM OF YOUR CLIENTS SHOULD YOU BE TALKING ABOUT CHARITABLE GIVING? (Cont.)

► Client with Large IRAs

- Far more valuable assets for a charity than an individual.
- Discuss \$108k Qualified Charitable Distribution (if client is 70 ½)
 - Cannot be used for donor-advised funds
 - \$115,000 in 2026



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TO WHOM OF YOUR CLIENTS SHOULD YOU BE TALKING ABOUT CHARITABLE GIVING? (Cont.)

▶ Client with Large IRAs

- ▶ \$54k QCD 1 time donation for Charitable Gift Annuity or Charitable Remainder Trust
- ▶ Fulfill RMD requirements
 - ▶ If Client is age 73 or older
- ▶ Designate Charity as beneficiary (all or a portion)



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TO WHOM OF YOUR CLIENTS SHOULD YOU BE TALKING ABOUT CHARITABLE GIVING? (Cont.)

► Client with a Taxable Estate

- Isn't it time to share?
- What don't they want their taxes going to? What if they could re-direct the "taxes"?
- Is a Legacy important?
- All charitable tools should be discussed
- Zeroed out TCLT still an option



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LEAPING OVER THE BARRIERS (But what about....)

- ▶ “Distrust” of Charitable Organization
 - ▶ “What if their mission changes to something I don’t like?”
 - ▶ “What if they suddenly start paying millions to their CEO?”
 - ▶ “What if they close up shop?”
 - ▶ Donor-advised funds!
 - ▶ Community Foundation



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LEAPING OVER THE BARRIERS (But what about....Cont.)

- ▶ It's all too complicated!
 - ▶ Direct giving, DAFs, IRA beneficiary designations and/or QCD are not complicated
 - ▶ Charitable Trusts don't have to be complicated
 - ▶ Let the Charity do the work—they have the expertise
 - ▶ You can leave the “complicated” part to your heirs
 - ▶ Charitable gifts in your trust
 - ▶ Zeroed out TCLTs
 - ▶ Paying estate taxes!



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DO CLIENTS REALLY HAVE TO HAVE CHARITABLE INTENT TO BE INTERESTED IN CHARITABLE GIVING?

- ▶ It helps
- ▶ But it also works if your client likes even one charity more than they like the IRS



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