

## THREE PIVOTAL QUESTIONS FOR YOUR CLIENTS

Asking good questions is the best way to get good answers. In fact, some questions are pivotal and change the direction of a relationship going forward. Following are three pivotal questions to ask if you want to be a resource for your clients on incorporating charity into their financial or estate plan. **YOU CAN ASK YOUR CLIENTS:**

- 1 DO YOU HAVE CHARITIES THAT YOU SUPPORT ON AN ANNUAL BASIS?**
  - You may already know this based on your history and interactions with your clients. If you prepare or review their tax returns, you may be able to tell from their itemized charitable deductions.
  - If they say “yes”, ask questions like “What do you like about that charity?” or “What is the story behind your support for that charity?” and then listen.
  - They may even be looking forward to spending more time volunteering for this charity in retirement. Learn how they interact with the charity now and what their plans are for the future.
- 3 IF WE COULD SHIFT TAX DOLLARS TO CHARITABLE DOLLARS IN YOUR PLANNING, WOULD YOU BE INTERESTED IN EXPLORING THAT?**
  - Who wouldn't want that? From your charitable client's perspective, you may be the best advisor ever!
  - In many cases, the income tax and estate tax charitable deductions triggered by a charitable gift will save money. Every dollar donated to a qualifying nonprofit is one less that goes to the government. It's that simple.
  - The Community Foundation can discuss client situations with you and prepare illustrations for you to share with them. These illustrations clearly demonstrate the tax savings created by a current or planned gift.

**ONCE YOU HAVE THIS DISCUSSION WITH YOUR CLIENTS, YOU CAN COUNT ON US TO SERVE AS A DELIVERABLES TEAM MEMBER FOR YOU.**

- For instance, we can work with your clients to create their legacy plans. We strive to help individuals who care about this community to be remembered by it. Your clients can work with us using guided writing exercises and values-based discussions to document their personal giving story and wishes for the future use of their charitable legacy funds.

- 2 DO YOU WANT TO INCLUDE ANY OF THESE CHARITIES IN YOUR FINANCIAL OR ESTATE PLANS?**

- You can start by sharing the short video at [5forcny.org](http://5forcny.org) that explains how leaving a portion of their estate to the organizations they care about could make a large difference in Central New York.
- Next, you could explain how they can continue their annual support of a charity in perpetuity by contributing enough to endow that gift. For example, if a client gives \$1,000 a year to their favorite charity, a gift of about \$25,000 from their estate could create an endowed fund that could produce at least that amount each year, forever.
- If a client is concerned about income in retirement, a gift could be made now that creates an income stream in retirement for the client and leaves a lump sum to their charity of choice when they pass away.
- The Community Foundation has been fulfilling the charitable wishes of people in our community since 1927. Your clients will know that even 100 years after they are gone, their gifts will be actively achieving their goals and their stories will live on.
- Legacy planning can be much more than a simple bequest. There are a variety of techniques available for your clients who want to provide for loved ones, reduce taxes and support worthy causes. We would welcome the opportunity to work with you and your clients to find the best way to achieve their charitable goals.



**JAN LANE**  
DEVELOPMENT OFFICER

**TO LEARN MORE ABOUT CHARITABLE GIVING WITH YOUR CLIENTS, VISIT US ONLINE AT**

[CNYCF.ORG/ADVISOR](http://CNYCF.ORG/ADVISOR)

**OR CONTACT**

TOM GRIFFITH  
VICE PRESIDENT,  
DEVELOPMENT  
[TGRIFITH@CNYCF.ORG](mailto:TGRIFITH@CNYCF.ORG)



# ANNUAL CONTINUING EDUCATION SEMINAR WEALTH MANAGEMENT FOR A BRAVE NEW WORLD OCTOBER 8, 2019

TIME:  
7:30 AM-10:00 AM

REGISTER AT  
CNYCF.ORG/PAEVENTS

LOCATION:

CROWNE PLAZA SYRACUSE,  
701 E GENESEE STREET  
SYRACUSE, NY 13210

DESIGNATIONS.

\* A CERTIFICATE OF ATTENDANCE WILL ALSO BE PROVIDED FOR PACE REPORTING FOR  
CHFC® AND FOR OTHER SELF-REPORTED CONTINUING EDUCATION SUCH AS CWS®

Continuing Professional Education for CPAs (CPE)

Life & Health Insurance Certification (CE)

both newly admitted and experienced attorneys.

Continuing Legal Education (CLE) - Difficulty of the course is appropriate for

Certified Financial Planners (CFP)\*

2 HOURS OF CONTINUING EDUCATION CREDIT ARE PENDING FOR THE FOLLOWING:

**PRESENTED BY /**  
HUGH MAGILL, EXECUTIVE VICE PRESIDENT OF  
NORTHERN TRUST CORPORATION, CHICAGO



CENTRAL NEW YORK  
COMMUNITY FOUNDATION

431 EAST FAYETTE STREET, SUITE 100  
SYRACUSE, NY 13202



@CNYCF



FACEBOOK.COM/CNYCF

NON-PROFIT ORG.  
U.S. POSTAGE  
PAID  
SYRACUSE, NY  
PERMIT NO. 1352

## CONTACT US

OUR DEVELOPMENT TEAM IS AVAILABLE TO ASSIST YOU WITH THE INFORMATION AND  
TOOLS THAT HELP YOUR CLIENTS ACHIEVE THEIR CHARITABLE GOALS.

IF YOU DO NOT WISH TO CONTINUE RECEIVING SMARTMONEY, PLEASE EMAIL US AT  
[INFO@CNYCF.ORG](mailto:INFO@CNYCF.ORG).

PRESIDENT & CEO

**PETER DUNN, JD**

315.883.5530

[PDUNN@CNYCF.ORG](mailto:PDUNN@CNYCF.ORG)

VICE PRESIDENT, DEVELOPMENT

**THOMAS GRIFFITH, AEP®, CHFC®, CAP®**

315.883.5544

[TGRIFFITH@CNYCF.ORG](mailto:TGRIFFITH@CNYCF.ORG)

• A PUBLICATION OF THE CENTRAL NEW YORK COMMUNITY FOUNDATION •

COMMUNITY FOUNDATION NEWS FOR ADVISORS  
**SMART MONEY**

