



Build an impactful brand: Grow your practice with charitable planning

In the competitive wealth management market, fresh marketing approaches are critical to growth. Intense competition, increasing client expectations, and market volatility can make it difficult to stand out from peers and reach the clients you're best suited to serve. As the nation's largest grantmaker, Fidelity Charitable® has worked with thousands of advisors who have built a brand as charitable planners. This strategy not only helps differentiate them from their competitors, but it also cultivates deeper loyalty and engagement that can contribute to business growth.

6 reasons to market your charitable planning expertise

1 Charitable planning may help grow your practice.

Fidelity Charitable® has decades of experience supporting advisors who offer charitable planning as part of a holistic wealth management offering. Our research has found that, compared to firms that do not offer charitable planning, firms that do offer it have six times the median assets and three times the organic growth.

2 Your clients and prospects are likely already giving to charity.

According to a recent study, 85% of affluent households gave to charity in 2022,¹ so you can probably assume that some of your clients are already donating to charity. Charitable giving isn't just through estate plans—to see your clients' philanthropic activity, read the Schedule A from their annual income tax return.

3 Investors want to talk to their advisor about philanthropy.

More than 7 in 10 high-net-worth clients agree that discussing philanthropy with their advisor is important,² but just over half of donors have had a charitable planning conversation with their advisor.³ This may be a missed opportunity for you to deepen client relationships and also for your clients to potentially benefit from tax savings.

4 Charitable giving continues to rise.

According to the Giving USA 2024 study, Americans are continuing their tradition of philanthropy, with over \$550 billion contributed to charities in 2023.⁴ Nearly two-thirds of giving was done by individuals, indicating an opportunity with charitably minded prospects.

5 Nonprofit organizations need support.

From humanitarian crises to a growing stream of natural disasters, nonprofits and the communities they serve often find themselves on the front lines of many of the world's most challenging problems. Helping donors support the causes they care most about makes you part of the team of people who are making a difference.

6 You can help your clients meet their goals.

Clients and prospects give to charity to support the causes they care about and achieve potential tax benefits. You can help your clients amplify their gifts with this holistic approach.



4 steps to attract clients with charitable planning

In the more than 30 years that we have worked with financial advisors, we have seen many successfully leverage their charitable planning capabilities as a differentiator in their marketing strategy. But merely offering charitable solutions is not enough to attract and retain clients: You need to communicate your solutions at the right time, in the right place, and to the right people. Here are four steps to incorporate charitable planning into your firm brand.

1. Know your clients' philanthropic goals and interests

The first step in any marketing effort is to know your clients, both current and prospects. When you take the time to understand your target audience, you are more likely to deliver a marketing campaign that resonates with them and stands out from other firms.

Start with your current clients: Think about the charitably minded clients you serve today. Look for patterns in their interests and activities to begin to develop a profile of clients you may be best suited to serve.

Identify the basics: Note common demographics including age, marital status, work status, gender, children, location, assets under management, and complexity of portfolio.

Understand their activities: How do they prefer to work with you? How involved is their family in charitable decisions? Where and how do these clients receive their financial information and education?

Know what matters to them: Get familiar with the causes they actively or passively support, the motivations behind their support, and the goals surrounding their philanthropic decisions.

2. Tell a compelling story about your passion for charitable planning

Weave charitable planning into the narrative you use about your practice, your offerings, and the clients you serve. When crafting your story, consider the following tips.

Create emotional connections: Appeal to your audience's emotions by illustrating the human side of giving and spotlighting how contributions make a tangible difference in the communities your clients care about.

Use personal anecdotes: Share personal experiences of your work with different charities and your motivation for supporting them. When possible, highlight your clients' impact as donors.

Incorporate visuals: Photos, charts, and graphs help make content more engaging and easier to understand.

Maintain consistency: Leverage your story across all your marketing materials, and be sure to incorporate it into your discussions with clients and prospects.

Try it out and revise as needed: Test your story with your team, your centers of influence, and your clients to ensure it authentically represents your firm's value proposition and uniqueness.

3. Deliver valuable philanthropic planning content

Content that is timely, unique, and educational can help build loyalty and enhance your reputation as a charitable planner. It will not create relationships overnight, but it can help build an audience and transform prospects into clients. Content ideas include:

- A tool to calculate the potential benefits of donating appreciated securities—this can be used in client meetings
- A one-pager on the pros and cons of donating cash vs. assets
- A case study of a client who donated privately held shares
- A calendar reminder for clients with equity compensation to reinforce possible tax benefits associated with donating the assets

4. Integrate your charitable brand across your marketing efforts

Whether you manage marketing for your firm internally or outsource it, it's important to coordinate your approach across marketing channels. An integrated marketing strategy can support the clarity of your messages and result in a greater likelihood of your messages reaching their intended audience. Integration can also help elevate your brand by exposing your audience to ongoing, regularly repeated messages. Below are some tips for weaving your charitable brand throughout your marketing channels.

Fidelity Charitable has dozens of resources that you can share with clients and prospects to deliver charitable giving education. Reach out to our charitable planning experts for ideas.

Website

- Your website is like a storefront that's always open for clients and prospects to research you. Make sure your content and imagery reflect your charitable brand.
- Boldly talk about your charitable planning offerings and success stories.
- Educate visitors with the tax-efficient benefits that charitable giving can offer.

Social media

- Interact online with the nonprofits your clients support and, when possible, link to and from them.
- Identify influencers aligned with the causes your clients care about, and engage with them via social media.
- Enlist your associates and centers of influence to increase your reach.
- Set a schedule for how often you engage, and maintain consistency.

Email

- When possible, segment your audience to send the most appropriate content. For experienced philanthropists, share case studies of advanced tax strategies, and for those newer to charitable giving, offer education by comparing the different assets to donate.
- Create a consistent schedule and deliver messages that are most appropriate at various times of year. End-of-year and GivingTuesday emails are ideal times to remind clients about potential tax savings.
- Ask your clients about their preferences with digital communication, and be reactive to feedback.

Advertising

- Digital advertising can provide a cost-effective vehicle with rapid feedback, but there is heavy competition in the digital space. A well-placed web ad highlighting a client making an impact at their favorite nonprofit organization can be effective in attracting clients with similar philanthropic goals.
- Traditional advertising via print, radio, television, and direct mail can complement your digital campaigns. Leverage the same images and stories in mailers or brochures.

Events

- Attend fundraisers or organize off-site volunteer events with your team.
- Join a nonprofit board of directors or volunteer for an advisory board.
- Bring clients with similar philanthropic interests together for giving circles, brainstorming sessions, or speaker events.
- Build your philanthropic network by connecting with development officers, philanthropic consultants, and community foundations.

What are some examples of an integrated charitable planning campaign?

- Your website highlights tax-smart charitable planning solutions to educate clients and prospects. You have downloadable content to explain challenging concepts and case studies to share client success stories. Links to the content are included in your digital newsletter.
- After attending a fundraising event supporting a cause close to your heart, you share photos on social media. Your website highlights your support of this charity and sheds light on your personal connection to the cause. You allow the charity to tell your story on its marketing channels to increase reach.
- You host a speaker event to bring charitably minded clients together. You invite select centers of influence to drive engagement. You follow up with a personal thank-you note to each attendee, and encourage them to bring like-minded friends to your next event.

Whether you are new to marketing or take an advanced approach, when you weave your charitable planning expertise and offerings into your marketing efforts, you can differentiate your brand in a competitive marketplace. Your enthusiasm for philanthropy can inspire your clients and open the door to deeper conversations and broader relationships. Consider incorporating your charitable planning capabilities as a way to refresh your brand and show your dedication to the causes you care about.

¹ 2023 Bank of America Study of Philanthropy: Charitable Giving by Affluent Households, conducted in partnership with the Indiana University Lilly Family School of Philanthropy.

² 2018 U.S. Trust Study of High-Net-Worth Philanthropy, conducted in partnership with the Indiana University Lilly Family School of Philanthropy.

³ 2021 Fidelity Charitable Thought Leadership Study.

⁴ Giving USA 2024 Study, Indiana University Lilly Family School of Philanthropy.



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