

Professional Advisors and the Community Foundation

A VALUED PARTNERSHIP

Professional advisors are key stakeholders helping the Community Foundation make philanthropy happen. More than 80% of our donors are referred to us by one or more of their professional advisors. One of our primary roles is to offer support and solutions that help professional advisors provide sterling service to their clients, linking those clients to effective charitable options.

“Working with the Community Foundation can add an extra level of personal service for philanthropic clients to a professional advisor’s practice. The Foundation can be a vital resource connecting your client’s passions with great nonprofits. And we offer great professional learning opportunities like our acclaimed Philanthropic Advisor Leadership Institute (PALI).”

*Christy Butler Eckoff,
director, gift planning,
Community Foundation
for Greater Atlanta*

The Community Foundation’s team are experts in philanthropy, including family philanthropy. We work with professional advisors and their clients, helping donors to achieve their charitable goals, such as ways to give now and/or planned giving options. We are experts in grantmaking and in our region. For donors, we make philanthropy easy and flexible, providing personalized services and access to our deep knowledge of the 23-county metro Atlanta region. This includes identifying critical issues affecting our region and high performing nonprofit organizations addressing those issues.

Resources for professional advisors

We offer a wide variety of philanthropic planning resources specifically designed for professional advisors.

- ◆ **We are here to answer any questions** you may have; not just about the Community Foundation, but **about any issue involving philanthropy.**
- ◆ While we do not give tax or legal advice, **we are available to discuss planning ideas and to refer you to resources** that can help you get the best solution for your clients’ needs.
- ◆ **Planned Giving Design Center (PGDC):** PGDC is a web-based charitable and estate planning research database and virtual planning community. The Community Foundation provides access to the wealth of information in the PGDC at no cost to metro Atlanta area advisors. You can register by going to the “Advisors” section of our website, cfgreateratlanta.org.
- ◆ **Philanthropic Advisor Leadership Institute (PALI):** PALI is a multi-session leadership development program for metro Atlanta’s professional advisors. Sponsored by the Community Foundation, the Jewish Federation of Greater Atlanta and the United Way of Greater Atlanta, this competitive program selects participants through an application process every year. The purpose of the Institute is to deepen participants’ understanding of how values motivate philanthropic clients, to learn about community needs and nonprofit effectiveness and to forge strong and lasting professional ties between participants.

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Visit cfgreateratlanta.org
for more information





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(Resources for professional advisors continued)

- ◆ **Balser Symposium:** This annual continuing education opportunity is sponsored by the Jewish Federation of Greater Atlanta, the Community Foundation and United Way of Greater Atlanta. The symposium focuses on charitable and estate planning issues with prominent local and national speakers.
- ◆ **Professional firm presentations:** The Community Foundation and its gift planning staff are available to conduct presentations for area professional firms on a variety of charitable planning topics. We conduct numerous “lunch and learn” presentations for professional firms throughout the year.
- ◆ **Public speaking:** The Community Foundation’s expert staff is available to speak to professional and civic groups on topics related to philanthropy including family philanthropy, charitable planning and community development.

How to begin a client discussion on charitable planning

Professional advisors often ask us for our advice on how to begin a discussion about charitable giving with their clients.

We suggest asking every client the following threshold questions:

- ◆ Are there charitable organizations that you support on an annual basis?
- ◆ Would you like to include any of these organizations in your financial or estate plan?
- ◆ If there were a way to shift dollars from taxes to charity, would you be interested in exploring the options?

If the answer to any of these questions is “yes,” then you have opened the door to a deeper conversation that can lead to more meaningful planning and a stronger client relationship.

Some follow-up questions to consider are:

- ◆ What are the issues, causes and charities that you feel passionate about? Why?
- ◆ How would you prioritize them? Why?
- ◆ Which of your past charitable gifts have given you the most satisfaction? The least? Why?
- ◆ Given your other commitments, how much time do you have to devote to charity?
- ◆ What level of recognition and visibility interests you?
- ◆ To what extent would you like to get your family involved in your giving?
- ◆ How much wealth do you want to leave to your children and grandchildren? If there is excess, would you consider designating it for charity?
- ◆ Would you prefer to give during your life or after your death?
- ◆ What values would you like to pass on to your descendants?
- ◆ How would you like to be remembered after you are gone? Would you like to leave a charitable legacy to perpetuate those memories?

About us

Since 1951, the Community Foundation for Greater Atlanta has been a trusted philanthropic resource for our 23-county metro Atlanta region. We do this through our mission of providing quality services to donors and innovative leadership on community issues.

Interested in our resources for professional advisors?

To access our resources for professional advisors or to discuss how the Community Foundation for Greater Atlanta can help your clients with their philanthropic goals, please contact Christy Butler Eckoff, J.D., LL.M., director, gift planning at ceckoff@cfgreateratlanta.org or call 404.588.3183.