

## HOW TO STRENGTHEN YOUR CLIENT RELATIONSHIPS WITH THE “GIVING” CONVERSATION

Research consistently shows that clients value discussions with their financial advisors on the subject of charitable giving, so why are these conversations seldom taking place?

A recent Canadian study found that **76% of High Net Worth (HNW) clients say discussing philanthropy with their financial advisor strengthens the relationship.**

The findings are in line with other international research that shows talking to clients about philanthropy can help deepen the relationship, and thereby potentially increase advisors' business through new referrals to family, friends, and colleagues.

And it's easy to see why. Connecting with clients on a deeper level about their core values and aspirations offers a significant point of difference to your role – and a more holistic financial planning approach.

But they're rarely happening – **only 13% of HNW clients said they'd had these conversations, despite the majority saying they would like to have them.** Whether there's a disconnect in perception and the conversations haven't been deep or meaningful enough to register for the clients, or a hesitation on the part of the advisor to bring up the topic, the end result is a lost opportunity for both parties.

And it's not only a lost opportunity in terms of the relationship – but also the opportunity to benefit our community. We already know from numerous studies that when a financial advisor brings up the topic of charitable giving, clients are up to three times more likely to donate to charities.

So, with the added incentive of a **tax credit of up to 33.3% on all donations made before 31 March this year**, why not broach the subject with your clients? You may be pleasantly surprised by the outcome.

**P.S. Not sure how to start the giving conversation?**

The best way to start is with a simple question, ‘Are there any charitable considerations you would like to discuss?’ Keep the question open-ended and then proceed based on how your client answers.

If you would like further information or resources, reach out to us by phone 07 579 9839 or email [info@acornfoundation.org.nz](mailto:info@acornfoundation.org.nz) , or visit the professional advisors section of our website: <https://www.acornfoundation.org.nz/resources/prof-advisors>

Sources:

- *THE PHILANTHROPIC CONVERSATION: Understanding Financial Advisors’ Approaches and High Net Worth Individuals’ Perspectives:* <https://www.cagp-acpdp.org/sites/default/files/media/The%20Philanthropic%20Conversation%20Detailed%20Report%20%28Nov%2025%2C%202014%29.pdf>
- *Behavioural Insights Trial on Legacy Giving:* <https://www.co-operative.coop/media/news-releases/gifts-in-wills-to-charities-treble-in-new-nudge-study>
- *THE PHILANTHROPIC CONVERSATION: Understanding advisor approaches and client expectations:* [https://www.bankofamerica.com/content/documents/philanthropic/Philanthropic\\_Conversation\\_Executive%20\\_Summary.pdf](https://www.bankofamerica.com/content/documents/philanthropic/Philanthropic_Conversation_Executive%20_Summary.pdf)