

Asset Development and Philanthropic Services Tune-Up

Are You Prepared?

You're in the midst of the greatest transfer of wealth in history. Much of the wealth is tied up in non-cash assets and/or in complex ownership structures. The recipients of the wealth are younger, more often female, and more diverse (ethnicity, gender identity, faith, and more) than your current donor base, your board, and your professional advisor council. Your peers and competitors haven't just ramped up to accept the assets; they're ramping up sophisticated services to court and retain the recipients of the wealth. State and federal charitable giving, estate planning, and taxation laws keep evolving.

It's a rough road ahead for community foundations. Are your policies and practices tuned up for the trip? Are your vehicles and services still attractive given all the other new models out there? Use our free **Multi-Point Inspection** (see reverse) to diagnose the ability of your asset development, professional advisor, and philanthropic services programs to stay relevant in the coming years.

Need Quick Advice?

After you've completed the Inspection, email Steve.Alley@eac-associates.com to schedule a free 15-minute consultation with an EAC team member.

Need Hands-On Help?

Finding a support team that truly understands the complex inner workings of community foundations is not only smart, it helps you sell needed changes to your board. [Ekstrom Alley Clontz & Associates'](#) expanded roster of expert advisors is ready to help you navigate the road ahead. We know the unique business models of community foundations. We understand the evolving value propositions your diverse customers and partners seek. And we know how to improve alignment and effectiveness in both your strategies and tactics.

Our team shines when we come to the table as true thought partners. Beyond strategic planning and governance work, we offer a wide variety of practical applications:

- Audit of effectiveness of programs and policies and of capabilities to deliver them.
- Interviews with customers and prospects to clarify the value-add they seek and how that compares with yours.
- Facilitated exercises to clarify priority customers, your value proposition, your needed capabilities, and the underlying financial model and success measures driving your work.
- Developing campaigns for unrestricted funds and leadership endowments.
- Deepening your internal and external work in Diversity, Equity, and Inclusion.
- Connections to the *My Lasting Legacy* story sharing and legacy preservation tool.

And, when you run into challenges with tricky gift planning situations, [Charitable Solutions, LLC](#) has your back. Bryan Clontz's planned giving risk management consulting firm focuses on non-cash asset receipt and disposition, Charitable Gift Annuity risk management, gift annuity reinsurance brokerage services, life insurance and virtual currency appraisals, and emergency assistance fund administration.

Multi-Point Inspection for Community Foundation Donor Work

Foundation _____

Name _____ Date _____

	Good Shape	Tune Up	Major Repair
Asset Development			
Revised our Gift Acceptance Policy in past 3 years			
33%+ of total giving comes from non-cash assets			
50%+ of the board has a planned gift in place (even if revocable)			
100% of board can describe the profiles of our ideal donors and funds			
Have customer personas and customer journey maps for those donors			
Gracefully and actively refer non-ideal donors & funds to better options			
Know 10 reasons why to have a private foundation <i>and</i> a CF fund			
Professional Advisors			
In past 3 years, updated our value proposition for advisors to go beyond managing charitable assets and providing CEU credits			
Solid relationships with 33%+ of the likely successors to important professional advisors who are Baby Boomers or older			
Revised our “keep your advisor” policy in past 3 years			
“Keep your advisor” policy includes ability to quickly and easily include impact investments			
Philanthropic Services			
New fund-holders have on-boarding conversation in first two months			
Standard intake process or on-boarding asks about charitable and volunteer history, philanthropic goals, definitions of good and bad gifts			
Tools and training ready to help donors engage kids and grandkids in giving, granting, and volunteering			
Can transparently describe & price at least 3 levels of grant due diligence			
Have ready list of subcontractors for service requests we can't do			
DAFs			
15%+ of DAF advisors also have a legacy gift			
Good relationships with more than 50% of successor advisors			
Plans for effectively managing grant controversies (competing values in family, nonprofit malfeasance, negative press)			
Optional Equipment (maybe not optional later...)			
Gift policies related to cryptocurrency, cannabis, other emerging assets			
Gift and fund policies aligned with your values and program goals			
Given increased major climate events, procedures to quickly create or refer emergency assistance and employee assistance funds			
Regularly incorporating insights from behavioral finance and economics, message framing, cognitive psychology to improve our programs			
Can approve within 30 days new requests for ESG funds, PRIs, MRIs			