National Marketing Action Team 2006 Content Calendar

Provided by Community Foundations of America & HNW Editorial Services

January

1. Charitable Lead Trusts. Interest rates are quickly rising from their historic lows of the past few years. Before they rise higher, clients may be interested in taking advantage of a Charitable Lead Trust. In these trusts (which are the reverse of a Charitable Remainder Trust), donors assign an asset to a charity for a specific period of time, after which it reverts to the owner or his or her family. The tax advantages are significant—especially when interest rates are low. For example, a million-dollar property might be discounted by as much as 80 percent for gift or estate tax purposes. At the same time, any growth in value of the asset is passed to the heirs with no consequence to gift or estate tax. CFs are ideal venues for CLTs, which allow clients to make a significant charitable gift while preserving family wealth for the next generation. Charities benefit from the steady income stream that lasts for the duration of the trust.

2. Engaging Clients' Adult Children in Giving. While much has been written about ways to include young children in charitable activities, little has been said about the benefits of involving adult children. For advisors, getting adult children involved in giving is the perfect way to reach out to the next generation, strengthen the relationship, and foster continuity within the family. Adult children can be named as co-trustees for a donor advised fund at a CF and work closely with the parents to direct the disbursements during their lifetime. Later, the children can continue to honor the memory of their parents by choosing recipients that match the interests of the parents. The article will describe strategies advisors can use for including adult children of clients in philanthropic endeavors.

March

1. The Case for Donating Retirement Assets. This story is about the tax benefits of donating retirement assets, such as an IRA or 401(k), to charity upon a person's death. IRD (income in respect of a decedent) is heavily taxed—it is subject to income tax and estate tax at the federal and state levels and may even be subject to an additional transfer tax if the beneficiary skips a generation. All told, more than 75 percent of the income can be lost to taxes. When clients choose to donate their retirement assets to charity instead, the money remains intact. One option is to put it into a donor advised fund at a CF so that the family continues to honor the memory and wishes of the client by directing the nature of the donations to cherished local causes.

2. Tax Planning and Will Issues. Often, professional advisors only see their clients on a regular basis when they are preparing tax documents (accountants), writing wills (attorneys), or reviewing quarterly performance (financial advisors). How can attorneys and accountants work together to emphasize the importance of having a will and using its provisions wisely to benefit family and charity? Leave a Legacy is a national program with strong local chapters, now mounting a national effort to get people to leave portions to charity in a planned gift.

May

1. Selling a Business. How to use the proceeds from the sale of a business to meet tax needs and create a charitable legacy. The story would include a specific example of how an entrepreneur worked with a CF during the sale of his company and the types of projects that were then funded with the money. It also describes how advisors can assist clients by coming to the table with a package that includes a charitable legacy alongside a large spike in income.

2. Nontraditional giving. How CFs have helped people with highly creative ideas. The primary example might be Alex's Lemonade Stand, the grass-roots movement of lemonade stands that raise money to fight childhood cancer, the proceeds of which are managed and administered by The Philadelphia Foundation.

July

1. Community Foundations as Knowledge Banks. This article talks about how CFs serve as knowledge banks on philanthropy in their communities and how they offer expertise to professional advisors. The knowledge can be as low-tech as calling a program officer to find out who's doing great work in early childhood development. On the other end of the spectrum, many CFs have a searchable online database of opportunities in the community. Also, how advisors can leverage this knowledge to deepen their relationships with existing clients.

2. The Story of a Gift. This article examines a gift from conception to completion. Looking at a specific example, it discusses the advisor and client who came up with the gift, how a CF worked with it, how the grant was made, and then how the gift impacted the recipients.

September

1. Back to School. Many donors have a passionate interest in education. This article talks primarily about the value of scholarship funds, and how clients can work with CFs to establish funds that help worthy students achieve their educational goals. It includes a few specific examples of donors who "gave back" through scholarship funds, including a hip-hop music producer who set up a scholarship fund for his high school to ensure future students had better opportunities than he did. The story also talks about creative grant-making in education, including a grant to the Grand Rapids CF in which a donor gave $100,000 to teachers in small grants, proving how CFs are uniquely suited to help donors make a real difference on a local level.

2. Community vs. Commercial. This is a story on how advisors view the value proposition of CFs relative to their commercial counterparts (Fidelity, Schwab, etc.). Talking to advisors about their impressions of CFs reveals some hidden truths and commonly held misunderstandings. Also, a look at emerging trends—for example - are donors moving DAFs from one type to the other (CF to commercial or commercial to CF)?

November

1. Year-End Tax Challenges. The story includes a few different examples of year-end tax issues and discusses how CFs can be a part of creative solutions. It includes interviews with professional advisors who have used CFs as resources. A likely SME is Christopher Hoyt from the University of Missouri, Kansas City Law School, who has written extensively on CFs and tax law.

2. Time of Thanksgiving. The importance of asking "the charitable question" is part of the responsibility of advisors. A likely SME is Harold Apolinsky, who has a fairly high profile on the issue of estate taxes and often speaks about how people are motivated primarily by a desire to give, not by saving on taxes. The article also looks at specific action steps advisors can use when helping their clients set their philanthropic goals. It discusses ways in which advisors help their clients identify charitable priorities and translate their personal values into giving opportunities.