Decorative teal wavy lines in the top right and bottom left corners of the slide.

Idea Lab: The Future of Philanthropic Advising Summary

2023 PPI Rendezvous
August 1, 2023



Photo: Andra Dohrn/PPI

2023 PPI Rendezvous Idea Lab: The Future of Philanthropic Advising

Participants explored barriers that clients face in their journeys toward more meaningful, effective philanthropy.

Six themes emerged from the discussions:

1. Clients are having a difficult time defining and assessing their impact
2. Clients are struggling with issues related to generational alignment
3. There are lots of resources and options available, perhaps too much, and “not enough direction”
4. Time to do “good giving” is difficult to find and they are unsure whose opinions to trust
5. Clients are on a spectrum of learning - some continue to practice “outdated ideas of what philanthropy should be” while others are “shifting from finding organizations to solving social problems”
6. Clients are self-aware and are interrogating their security, competencies, and personal biases



Sarah Hopper
Sound Philanthropy



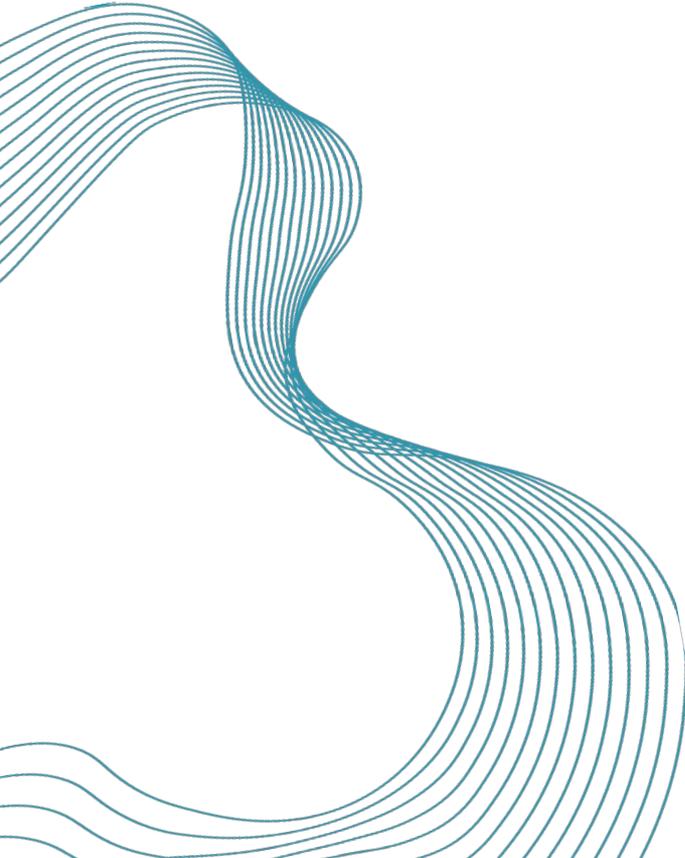
Deborah Goldstein
Enlightened Philanthropy

Visibility, understanding, trust, and demand for philanthropic advising continue to be a struggle.

Philanthropic advisors have to address complex questions from referral sources. How philanthropy advisors work, their services, and how they benefit the clients were recurring themes in our discussions. They can be grouped into three types of questions - qualifying, process, and deliverables.

When working with other professional advisors, philanthropy advisors continue to face challenges. In particular, we are “still fighting for a seat at the table before, during, after wealth events.”

Like other professions, the rise of philanthropy advisors may create competition. For example, “more philanthropy advisors (are) popping up in Omaha.”



A shared set of competencies is needed across and within each level of the profession.

We asked participants what competencies they will want to build in themselves, in senior client-facing staff, and junior team members. For all groups, understanding business practices was mentioned: “sales capacity for the philanthropic sector - the “why” and “why do more.”

We received thoughtful responses on technical or functional competencies (knowledge and skills learned through study and practice), such as “practical experience in the social sector.”

The group also addressed behavioral competencies (soft skills) needed to be successful. For example, “speaking hard truths to leaders about a problem.”

Our session at PPI is part of an ongoing conversation on the evolving needs of a growing philanthropic sector. We still have much to do to create a more connected profession, able to advocate for itself.

We invite you to:

1. Join our [LinkedIn group](#) to continue the conversations!
2. Connect with others and act on solutions - what can you co-develop?
3. Help shape the field of philanthropic advising by taking this Daylight Advisor [survey](#) to identify resource gaps and prepare advisors for new opportunities!



Alisia Robin, CAP®
Senior Manager,
Strategic Partnerships
Schwab Charitable™
alisia.robin@schwab.com



Dien Yuen, JD/LLM, CAP®, AEP®
CEO
Daylight Advisors
dien@daylightadvisors.com



Tony Macklin, CAP®
Principal
Tony Macklin Consulting
tony@tonymacklin.com

What sticking points or barriers do your clients face in their journeys toward more meaningful, effective philanthropy?

Defining and assessing impact	Generational alignment	Managing information overload	Navigating trust and time constraints	Learning modern perspectives and approaches	Self-awareness
<p>Donors: How do I know I am making an impact</p> <p>Vocalizing intended/desired impact</p> <p>Aligning funding amounts with core mission</p>	<p>Next gen forging new paths</p> <p>Secretive next gen paths</p> <p>Legacy vs new generation</p> <p>Lack of clarity or alignment inside the family around direction</p>	<p>Myriad options</p> <p>Overwhelm</p> <p>Analysis paralysis: overwhelm/shut down; info overload</p> <p>Too much info not enough direction</p>	<p>Trust</p> <p>Don't know whose opinions to trust or how to decide who to trust</p> <p>Good giving takes time</p> <p>Time to devote to thinking about giving</p>	<p>Defining philanthropic goals, developing promising strategies</p> <p>They are not aware of different strategies</p> <p>Shifting from finding orgs to solving social problems</p> <p>Outdated ideas of what philanthropy should be</p> <p>Lack of strong information flow about promising opportunities</p>	<p>Fear enoughness</p> <p>Focus on personal security (self)</p> <p>Must inspire people with "boldness" of wisdom</p>



Cindy Rowland
Merrill Lynch

Philanthropy Advisors:

What questions do you most often get from referral sources? What are the hardest to answer?

Qualifying questions: services, fees, competencies, differentiators, need for service

Process questions: timeline, approach to working with families and nextgen

Deliverable questions: what is the deliverable, defining success

What do you do? What services do you provide?

Differentiation - how are you positioned against others?

Do philanthropy advisors have a process? What is it?

What's the deliverable?

What are your fees?

Why would I pay for this service? Can't I get it from my attorney/DAF, etc?

Can't we do this ourselves?

But we aren't billionaires...does philanthropy advising matter at the \$50M level?

How do you connect big picture with the details?

Who is your organization currently donating to? People want to know more about who they are working with and their values

How do philanthropy advisors work with different generations?

How do you navigate family dynamics and generational differences?

What are successful outcomes?

What happens if we don't do this work? Don't use a philanthropy advisor?

Will (the) advisors expand family's thinking, inspiring them?

How do you engage next gen?

Other Advisors:

What do you most want to know about a philanthropy advisor before introducing them to your client? What needs to be clearer to you about philanthropy advisors and their work?

What are your services?

What kinds of clients do you work with?

Domain expertise

What makes you/your firm different?

When do I know to bring you in the process?

How and when do you weave in your services to general consulting?

How do you collaborate to maximize strengths?

What is the process a philanthropy advisor follows when engaging with families?

What are different ways philanthropy fits into family office structure?

How do you work with the family/family office/wealth advisor ecosystem?

How do you get family members aligned/on same page?

Who do you work with in the family?

How versed are you with different giving vehicles?

Can you vet nonprofits?



Rick Peck
Richard C. Peck Consulting

Challenges philanthropic advisors have in working with other advisors:

Still fighting for a seat at the table before, during, after wealth events

Clients who had the wrong vehicle created, or a vehicle that can't easily transfer asset and strategies to a new vehicle

PPI is about the "Why" but we're often stuck in explaining the "what and how" of our work

More philanthropy advisors popping up in Omaha

What competencies will you want to build in yourself or in lead/senior client facing staff?

**What competencies do you want when younger or junior team members walk in the door?
What will you build in them over time?**

Junior-level advisors	Senior-level advisors	Both junior and senior-level advisors
Looking for humble, hungry, smart	Training needs to be experience based - how you show up in client meetings, how you can adapt during the meeting	Sales capacity for the philanthropic sector - the “why” and “why do more”
Practical experience in the social sector (ideally both board and staff positions)	Ability to help clients navigate vehicles, strategies, other options	Knowledge of the vehicles, planning tools - knowing how to listen for opportunities
Emotional intelligence - ability to listen humbly, but still have confident presence	Understand and explain systems	Facilitations
Ability to research organizations that fit a client’s goals, values, strategies	Creating customized learning for clients	Knowing how to translate from gift planning backgrounds to broader advising roles
Need to learn that “presenting problem” isn’t always the real problem	Conflict management	Intellectual curiosity
Grow ability to summarize info in a compelling way (framing)	Speaking hard truths to leaders about a problem	Scoping projects

Do we need to map competencies by “client archetype”? - Basic, low-lift giver vs multi-gen family vs couple with complex strategy and team?

Active listening and curiosity

Facilitation Skills

Speak hard truths - esp to "pot stirrer"

Let go of personal bias

Ability to recognize that the presenting problem is not the problem

good tools in your toolkit - use these mindfully

framing and scoping

Ability to deliver "great information" WELL

Agreements

Philanthropic advisors don't sell their services enough

Remove bias

Heart/vulnerability

Core competencies found in traditional "non-sustainable" world

Challenges

- Framing or defining the "process" up front.

Some CF orgs can be considered core part of ecosystem

Active listening

Curiosity

Willingness to challenge

Accessibility / matters. Identify the "millionaire next door"

hungry

facilitation

Education CAP

listening

smart

Lead conversation

Objective

humble

Conflict management

knowledge

Purposeful Planning Institute, Tony Macklin, Dien Yuen, Daylight Advisors, and Tony Macklin Consulting, are separate and unaffiliated entities from Schwab Charitable™.

Schwab Charitable™ is the name used for the combined programs and services of Schwab Charitable Fund™, an independent nonprofit organization. Schwab Charitable Fund has entered into service agreements with certain affiliates of The Charles Schwab Corporation. 0823-36UM.

© 2023 Daylight Advisors, Inc. All rights reserved.