



COASTAL COMMUNITY FOUNDATION
OF SOUTH CAROLINA

Give Back. Look Forward.

“THE TOP 10” REASONS FOR DISCUSSING PHILANTHROPY WITH YOUR CLIENTS...

1. It's good for society, it's good for your clients, it's good for your business, and it's good for you.
2. You'd be surprised how many of your clients are searching for a way to give back to society, to memorialize a loved one, or simply to do good.
3. Discussing philanthropy with your clients can be done unobtrusively, in a way that respects their privacy, values, and autonomy.
4. It expands the menu of service available to your clients, thereby increasing their level of satisfaction with you and your services.
5. It adds to your area of expertise as a professional advisor.
6. It increases the potential for new referrals and thus opens the door to many new clients.
7. It marries your chosen profession with your desire to do something good for the world.
8. It helps address important social needs and helps make your community a healthier, more vibrant place to live – a real legacy for future generations.
9. It puts you in touch with a supportive network of new colleagues who are willing to share their time and expertise.
10. It's easy to do.