

## Case Study: Driving Referrals Through Digital Donor Advised Funds (DAF)

In this case study, learn how by adding value and creating a memorable experience for a well-connected client, one advisor was able to drive multiple referrals for investors who did not yet have a digital DAF solution.

Denny\* is an advisor who has a thriving practice of mostly long-term clients. Denny is used to receiving referrals to grow his practice, but during tough markets, he'd seen a slowdown in his usual flow of referrals.

Denny is always looking for ways to delight his High Net Worth (HNW) and Ultra High Net Worth (UHNW) clients, and he's long known that charitable giving is key for this group of investors.

With that in mind, Denny booked a demo with **TIFIN Give**. What Denny learned was that even in slower markets, the trend in the US has been that both charitable giving and assets flowing into DAFs has been increasing. In fact, in 2020, nearly 90% of affluent households gave to charity and giving amounts increased 48% over just three years.

Denny was interested in adopting the platform, which for the first time ever, really allowed him to be front and center when it came to incorporating a charitable giving solution with his clients and highlight his own brand and value in the process.

**A 2021 [survey](#) on the RIA industry\* found that the firms that incorporated charitable giving into their practice had:**



TIFIN Give helps us to find better and new ways to deploy our giving power and share in the experience with our kids and beyond. We'd like to teach our kids to be a force for good and the importance of using our blessings to bless others and the Louise platform is a powerful way to do that.

– Simon, Give Platform User

### A Modern Solution

It was time to start introducing clients to his new solution. Simon\*, a long-term client of Denny's who had been successful in the corporate construction space, was one of his first conversations.

Simon had been using a large, traditional DAF solution, was enticed to move his assets when he realized that versus TIFIN Give, these providers failed to:

- Offer a variety of models for investing DAF assets
- Provide an infrastructure for engaging family members in giving activities.
- Use updated technology such as artificial intelligence, a modern user interface, or a comprehensive search functionality

Once onboarded to TIFIN Give, Simon, who is close with his two children and seven grandchildren, was keen on engaging his family in his passions and using his charitable funds to pass along not just wealth, but values to his family.

Simon was thrilled to be able to have another way to bond with his adult children, providing each one with a unique login to his charitable accounts so they could start to learn about the areas that matter most to him and actively participate in the charitable process.

He was also pleased that rather than allocating his contributions to a generic Target Date Fund (TDF), through TIFIN Give, he could align his investments in areas that mattered to him in the industries that aligned with his values.

## Sharing is Caring

Simon was so satisfied with how Denny, powered by TIFIN Give, had improved his charitable giving experience that he decided to share his feedback with a group of industry colleagues. Simon set up a one-hour virtual event where Denny could tell them more about how an advisor such as himself could impact their giving journey.

Of the x prospects that attended the seminar on a more modern and effective way to manage charitable contributions, x of the attendees attended follow-up meetings, and two of them have already converted to clients.

An added bonus was that Simon's children, who had not yet engaged with Denny, had a reason to get to know him and his practice. By giving Denny time to build this important relationship now, it reduces the possibility of attrition in the aftermath of a life event.

In the end, Denny was able to show how as an advisor to UHNW clients, he was able to be at the center of an engaging giving experience align giving with investing to maximize his impact.

### FOR ADVISORS



#### Retain & Gain Fees

Earn sub-advisory fees on DAF assets of any size, not just on accounts above \$250k



#### Grow Your Impact

Grow your business and the impact your clients have on the world by offering personalized DAFs to clients of all sizes

### FOR FAMILIES



#### No Minimums

Open a TIFIN Give DAF of any amount based on client personal philanthropic and financial goals



#### Personalized Giving

With dynamic search and discovery of 1.5 million charities, plus the ability to engage the entire family in the giving experience



#### Personalized Investing

Aligned with client giving behavior, leveraging dynamic thematic portfolios to stretch the impact of every dollar

[Learn more at TIFINwealth.com/Give](https://www.tifinwealth.com/Give)

\*Denny is an actual advisor whose name has been changed for privacy reasons. Simon is an actual client whose name has been changed for privacy reasons. Story was used with permission.

The testimonial/case study was given by a current client of TIFIN Give LLC. There was no cash or non-cash compensation provided for this testimonial. A conflict of interest exists between the client and TIFIN Give, LLC because there is an incentive for TIFIN Give, LLC to provide the client preferential treatment for providing the testimonial.

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