

A large, stylized flame graphic on the left side of the image, composed of several overlapping, curved shapes in shades of yellow, orange, and red, resembling a fire or a torch.

2025

Life & Legacy[™]
Leadership Conference



Building a Legacy:

Strategies for Transitioning
Donor-Advised Fundholders
from Transactional to
Transformational Giving

Presented by
Jill Hagler and Naomi Limor Sedek



Donor-Advised Fund (DAF) 101

What is a DAF?

- Also known as a “philanthropic fund”
- A charitable investment account to support charities you care about
- Tax-smart and convenient way to manage your charitable giving

How does it work?

- Donor receives immediate tax-deduction for contributions into the fund
- Donor avoids paying capital gains on appreciated assets
- Donor makes grant recommendations to charities and selects investment allocations.
- No distribution requirements
- Donor may name successor advisors or charitable beneficiaries to establish a legacy
- The public charity (e.g. Federation or Jewish Community Foundation) handles the “paperwork.”



Donor-Advised Fund (DAF) Data

Account and Donor Characteristics

- 49% of funds had total assets of less than \$50,000 at the end of 2021; 7% had balances of \$1 million or more
- Most DAF accounts (97%) were advised by individuals or families
- Members of the Baby Boomer generation represented nearly half of all advisors (49%)
- Most frequent ages for donor advisors are between 55 and 80.
- About 9% of DAFs were endowed (strict spending to ensure longevity)
- 92% of DAFs have a succession plan in place
 - 69% successor advisors; 30% charitable beneficiary
- Contributions into DAFs are concentrated year-end; grant making is more balanced throughout the year.
- Less than 4% of grants were made anonymously
- Most grants (59%) were general operating grants; 41% were restricted grants

Source: "2024 National Study on Donor Advised Funds" by Donor Advised Fund Research Collaborative



Potential Opportunities



92% of DAFs have a succession plan in place: 69% successor advisors; 30% charitable beneficiary

60% could have Charitable Beneficiary added to the fund agreement



49% of funds had total assets of less than \$50,000, Smaller DAF's could be the recipient of larger legacy gifts.


Thinking more strategically about philanthropy during lifetime and beyond.



Baby Boomer generation represented nearly half of all advisors (49%) if donors are making gifts through their DAF's or IRA's they are prime for a legacy conversation



About 9% of DAFs were endowed (strict spending to ensure longevity)
81% could be endowed to perpetuate a legacy fund as you shift from transactional to transformational discussions.

A stylized graphic of a flame or leaf-like shape on the left side of the slide. It is composed of several overlapping, curved segments in shades of yellow, orange, and red, set against a solid blue background.

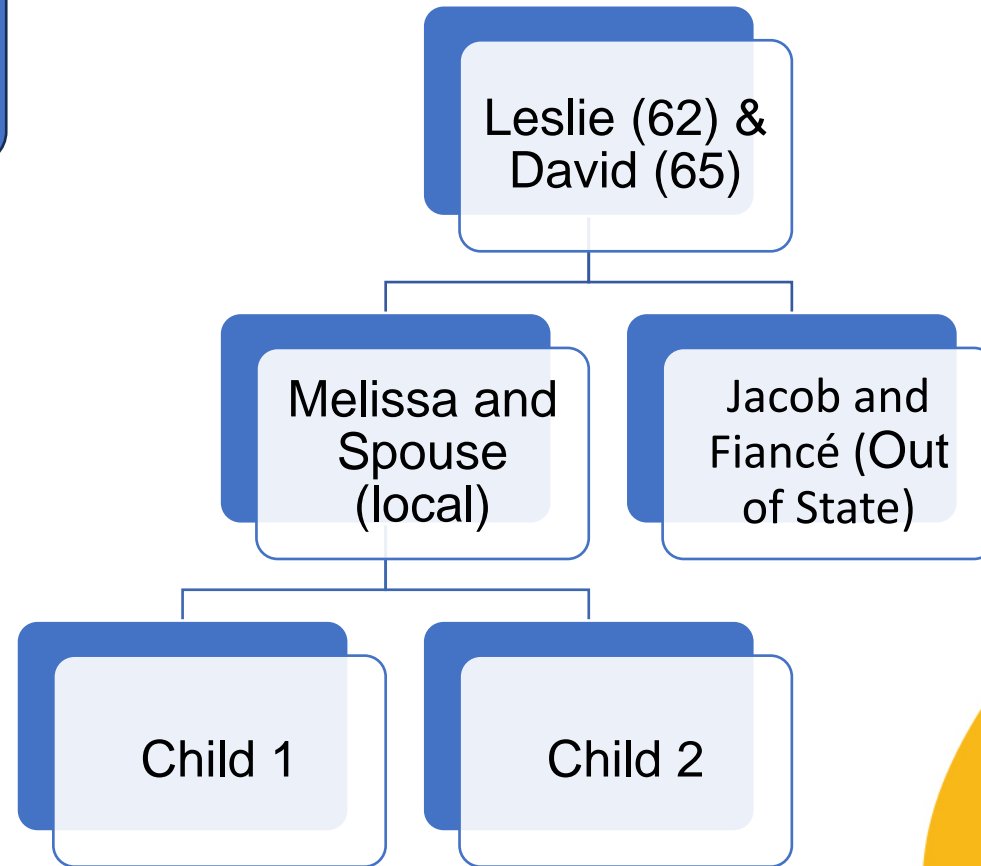
**Your organization
receives contributions
from the Leslie and
David Appel* Family
Philanthropic Fund**

*this is a fictitious name and not meant to represent a real donor

Meet Leslie & David Appel*

Leslie & David have a donor-advised fund (DAF) with their Federation/Foundation.

They make a grant to your organization from their DAF



*this is a fictitious name and not meant to represent a real donor



Deepen the Relationship

Create a Donor Plan

- Research Donor
- Cultivation
 - Meet, thank, engage and ASK QUESTIONS
 - Involve and Invite
 - Use lay leadership
- Connect the Dots...
- A Meeting of the Minds
 - Between only organization and Federation/Foundation
 - With donor
- **Moving the relationship from transactional to transformational (closing the gift)**
- Showing our Gratitude





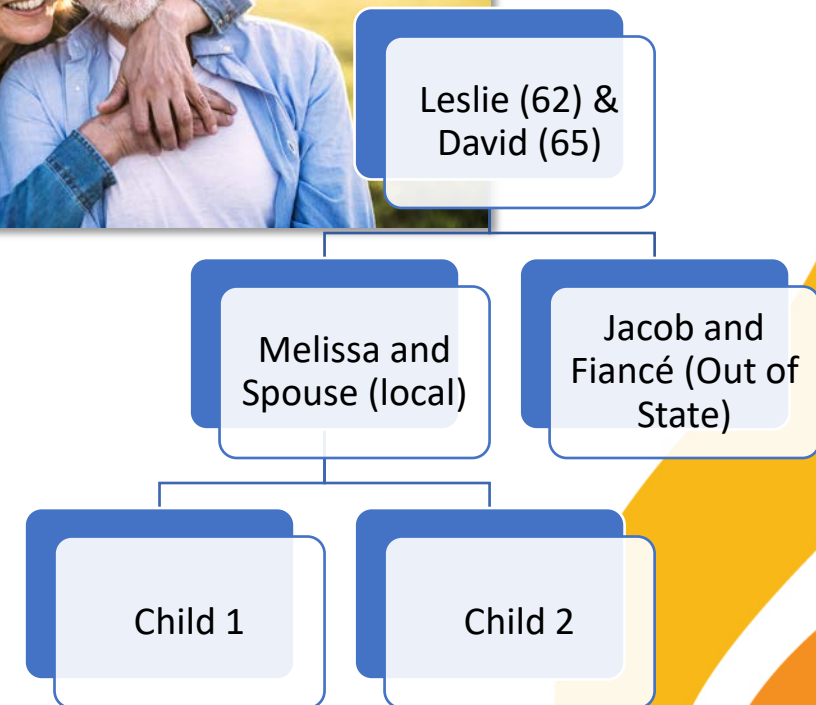
Research the Donors

Research the Donors

Leslie & David have a donor-advised fund (DAF) with their Federation/Foundation.

Additional Information:

- Jacob and Melissa are Birthright alumni
- Leslie and David are both retired.
- David has had a successful real estate business. In good years, he makes larger contributions to their DAF.
- Leslie was a Jewish pre-school teacher.
- Leslie and David are founding members of their synagogue; David serves on the Board.
- Leslie is past Board Chair of Jewish Family Service.
- Leslie has been a Lion of Judah for 15 years.



A stylized graphic of a flame or fire, composed of several overlapping, teardrop-like shapes in shades of yellow, orange, and red, set against a solid blue background.

Cultivation

- Meet, thank, engage and ASK QUESTIONS
- Involve and invite
- Use lay leadership

Cultivating Leslie and David

As an organization, what questions could you ask them?

- What resonates most about our mission?
- What do you think we do well?
- How do you use your DAF today?
- How do you envision using it in the future?



Cultivating Leslie and David

As a Federation/Foundation, what questions could you ask them?

- What made you decide to set up a donor-advised fund with us?
- How has your experience been using your donor-advised fund?
- Have you ever participated in a philanthropic audit to analyze your philanthropic priorities and goals?
- Are your children involved in your charitable giving?
- Is that something you would like to explore?



Cultivating Leslie and David

What questions could you ask them as an organization and a Federation/Foundation?

- How did you first get involved with us? With the Jewish Community?
- What has been the most meaningful gift you have ever made?
- How do you make charitable decisions? What are your charitable priorities?
- What were some of the values and messages around Jewish giving and volunteerism that you learned from your parents/grandparents?
- What values do you hope to pass on to your children?
- Is there a connection between your life and your giving?
- How would you like to be remembered?

Feel free to add your own





Connecting the Dots.....

Connecting the Dots... The Organization

Next Steps to Understand and Clarify Donor's Motivation and Interests

- Reference external case for support – aspirational goals – of your organization
- Share most pressing needs (if relevant and align with donor's charitable priorities)
- Explore a naming opportunity – what would it cost to endow a program?
- Invite donor to a Legacy Shabbat or Legacy Event
- Offer donor engagement opportunities (hands-on volunteer, Serve on Board or committee)
- Recognize donor's years of giving (if relevant) and connect to legacy
- Listen to planned giving conversational cues



Connecting the Dots...The Federation/Foundation

Next Steps to Understand and Clarify Donor's Motivation and Interests

- Connect donor's current DAF giving to legacy giving
- Help clarify values; do they align with giving?
- Offer family philanthropy engagement and learning opportunities
- Discuss after lifetime options for the fund – successors? Charitable beneficiaries?
- Encourage donor to name their DAF as the charitable beneficiary (with clear instructions for future distribution using a gift agreement)



Connecting the Dots...Next Steps

What questions could you ask them to continue the conversation?

- Do you think you have time for a tour sometime in the next two weeks?
- Would you be interested in attending this event or class?
- I think you would be a fantastic addition to our <Board, committee, group? What are your thoughts on that?
- There are simple ways to...Would you like to know more about those?
- Others in your situation have....Would you like to hear more about how this works?
- Some of the people I meet are interested in hearing about ways to...is that something that might interest you?
- You remind me <donor name>. Do you mind if I share his story?
- Others who share your feelings have established “forever funds” as a way of giving back to <organization name.> Would you like to hear more about setting up such a fund, perhaps in honor of or in memory of a beloved family member?

Source: Questions provided by Russell James, J.D., Ph.D., CFP®



A stylized graphic of a flame or fire, composed of several overlapping, curved shapes in shades of yellow, orange, and red, set against a solid blue background.

A Meeting of the Minds

- Between only organization and Federation/Foundation
- With donor

A Meeting of the Minds

Between the Federation/Foundation and organization professionals

- Mutual sharing of information gathered from donor
- Brainstorm connections between giving and organizational needs
- Unpack planned giving conversational cues
- Discuss engagement opportunities for donor and family
- Craft and refine Organization's Endowment Proposal
- Plan how the conversation will unfold



A Meeting of the Minds

Between the donor, Federation/Foundation and organization

- Review of previous conversations and restate donor's passions
- Make a formal ask
- Provide donor with the endowment proposal to review and discuss
- Discuss how the gift can be funded
- LISTEN to response



A Meeting of the Minds

Discuss Next Steps

- Are there changes that need to be made?
- Who else needs to be in the room to close the gift?
- When will this happen?



A stylized graphic of a flame or fire, composed of several overlapping, teardrop-shaped elements in shades of yellow, orange, and red, set against a solid blue background.

Moving the Relationship from Transactional to Transformational

Making the Gift Transformational

Federation/Foundation meets with donor and other donor-identified individuals to help close the gift(s).

- Holistic gathering of all legacy intended gifts – transformational
- Who are the donor-identified individuals? Professional advisor, children, family members trustees, etc.
- Foundation crafts the gift agreement that outlines all of the gifts and how it's being funded (e.g. gift in a will/trust, retirement plan, life insurance, etc.)
- Gift is formalized when documentation is received





Show Our Gratitude

How Do We Show our Gratitude

- Write donor story to include in publications and share with family
- Feature donor in Book of Life – www.jewishmiami.org/bol
- Share impact of gift(s) through stories
- Personal thank you notes from leadership and beneficiaries
- Honor donor (and family) at an event or Legacy Shabbat
- Announce the gift at a community event
- Involve children in multi generational discussions around philanthropy
- Federation/Foundation and organization(s) should steward gift separately



Contact Information:

Jill Hagler, CAP®

Director of Philanthropy

TOP Jewish Foundation

jill@topfoundation.org

Direct Line: 813-769-4769



Naomi Limor Sedek, MBA, CAP®

President and CEO

Tidewater Jewish Foundation

nsedek@tjfva.org

Direct Line: 757-965-6109

Mobile: 757-635-3810





Thank you!

2025

Life & Legacy
Leadership Conference

Harold Grinspoon ★
FOUNDATION

 **Jewish
Federations**
of North America