



INFAITH INSIGHTS

October 2018

'Everybody Wins' by Engaging Family in Giving

Veteran Wealth Advisors Bruce Ensrud and Ted Contag believe one thing that sets their practice apart is how they talk to clients about charitable giving.

Ted was approached by a prospect after speaking at a charitable giving event. She became a client at a follow-up meeting once Ted showed her the many ways she could share her wealth. "Her previous advisor had wanted to keep her assets invested to continue getting fees," Ted explains.

Bruce and Ted share a passion for "systematically helping people share their abundance." It's why they have teamed together for 15 of the 25 years they have been Thrivent financial professionals. They've identified a growing trend in helping clients have conversations about money with their families. "Many times, clients don't want to talk about money with their kids," Bruce says. "We have clients whose kids don't know if their parents have \$10,000 or \$10 million."

Ted says, "People love their kids and grandkids, but they don't want to just give them money. They want to leave a legacy and make a difference in the world."

Ted cites his extended family as a prime example. His "frugal and generous" in-laws were frustrated by Christmas shopping for grandchildren who already had too much. Ted suggested they establish a family donor advised fund at InFaith Community Foundation instead. Each grandchild chooses charities and designates \$500. Even the youngest kids researched organizations and presented ideas.

That first year, the family gave \$2,000. This Christmas, they will share \$8,000 with charities. And long after their grandparents have passed away, the grandkids will continue the family legacy as successor advisors.

Giving Together Without Complications

Donor advised funds at InFaith are the best way Bruce has found to help clients and their families live generously. "I would not want to do this work for clients without the tools available from InFaith," Bruce says.

Ted agrees. "A donor advised fund at InFaith is essentially a family foundation without all the complicated aspects of establishing a foundation. And it uncouples giving for tax reasons from giving for charitable reasons." Donors can take the tax deduction immediately while designating gifts over time.

"Everybody wins with a donor advised fund at InFaith," Bruce says. "The math says giving money means you have less, but the reality is, by giving you actually have more. More happiness and more life."

GenerationsGive InFaith Resources

InFaith has a long history of helping families with their charitable conversations. In fact, 62% of InFaith donors reported their giving is motivated by family. Find resources on our website to help your clients consider their family's charitable values and goals, including ideas for connecting family members of all ages. Visit the [GenerationsGive webpage](#) or call our gift planners to get started at 800-365-4172.

RESOURCES

[2018 Year-End Giving Deadlines](#)

NEW! [GenerationsGive InFaith Resources for Families](#)

[ACGA Rates](#) (effective July 1, 2018)

[InFaith & Thrivent co-branded advertisements](#)

[inFaithFound.org](#)

[Financial Professional Resources Webpage](#)

[InFaith on WeThrive](#) (for Thrivent financial professionals)

[Request InFaith Materials](#)

Consider exploring [your personal giving as a financial professional](#). You'll be able to provide a personal endorsement to your clients while supporting charities and causes that mean the most to you.

Thank you for sharing our monthly e-newsletter with colleagues. They can [subscribe here](#).

[Contact a Gift Planner](#)

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InFaith Community Foundation is a national charity with a mission to serve donors, spread joy and change lives. Through InFaith, gifts are tailored to each donor's charitable interests and financial circumstances. InFaith Community Foundation is a proven steward of these gifts, earning consistently high ratings from Charitable Navigator for sound fiscal management and GuideStar for transparency and commitment to excellence. Together with donors, InFaith grants millions of dollars annually to charities serving local, national and global communities.

inFaithFound.org | p 800-365-4172 | 625 Fourth Avenue South Suite 1500, Minneapolis, Minnesota 55415

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