



Donor-advised fund

This detailed guide will help equip you with the knowledge and insight into tactics proven to grow and strengthen your DAF program now and in the future.

# Best practices for DAF programs



## Before program launch, we recommend that clients:

- Designate a staff member to be the DAF program owner that will partner with Ren to manage and grow the program over time.
- Create and send a set of three promotional emails, delivered monthly, leading up to the kickoff of their DAF program.
  - » Examples of topics include: general program introduction, the definition and benefits of opening a donor-advised fund, and detailed steps of how to open a new DAF.
- Create and send one additional email the week of program kickoff to get advisors excited about what is to come.
- Host an advisor webinar about the new DAF program launch, an online platform demo, how to get started, and answer any initial questions they may have.
- Train staff members who communicate regularly with advisors on the details of the DAF program so they can help with information and questions.
  - » Examples of these staff members include regional managers and support staff.
  - » Examples of topics to share include leveraging DAFs as a charitable giving strategy, DAF program basics, and more.
- Share the *Advisor Toolkit* provided by Ren's marketing team to give advisors a self-service opportunity to get answers to their questions about DAFs.
- Produce any additional collateral for both advisors and their clients to educate them on what a DAF is, why they should be utilized, how to get started, and more.



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## Quick Guide



### Donor-advised fund

- Encourage advisors to sign up for our *Advisor's Philanthropic Insights* for access to beneficial resources like quarterly webinars, monthly newsletters, and more.
- Kickoff an “Advisor Registration Contest” as a friendly competition among advisors to see who can open the most client DAF accounts within a designated amount of time.

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### Ongoing, we encourage clients to:

- Create and send monthly emails to promote participation in the DAF program.
- Incorporate a section dedicated to advertising the DAF program in advisor communications, such as newsletters, monthly reports, and more.
- Continually mention the DAF program in any client-hosted webinars to educate advisors on how to promote the DAF program to their clients, explain why they should join, and how to get started.
- Build a dedicated team to manage continual advisor communication around the DAF program, updates, and answer any DAF-specific questions.
- Identify communication strategies that create early successes and highlight the use case for advisors to implement into their own practice.
- Participate in semi-annual reviews with the team at Ren to provide updates and efficiently maintain the Advisor Toolkit materials.
- Perform annual advisor surveys to learn how they view the program, opportunities for growth, where they may need support, and more.
  - » Some suggested survey questions to include:
    - Overall, how satisfied are you with the donor-advised fund program?
    - Based on your experience with the DAF program, how likely are you to recommend this DAF product to your client on a scale of 1-10?
    - What other investment options would be valuable?
- Continue to run periodic “Advisor Registration Contests” with enticing incentives to encourage advisors to set their clients up with new DAF accounts.



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► **To learn more about launching and growing a successful DAF program, email [consulting@reninc.com](mailto:consulting@reninc.com).**