



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



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- 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.

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.**