



# 3 ways to guide giving in downturn

Volatile markets can shake confidence, but not generosity. Here are three ways to help clients give with confidence, purpose, and strategy when the headlines turn red.

## 1 Reframe the conversation

When markets dip, clients may hesitate, but that's exactly when many nonprofits need support most.

Use this moment to refocus on values-driven giving, not market timing.

**Pro tip:** Recommend recurring grants to provide predictability to nonprofits during uncertain times.

## 2 Use DAFs for strategic flexibility

Donor-advised funds allow clients to contribute when it's smart for their taxes even if they want to delay grantmaking.

A DAF with a diversified portfolio or cash allocation lets clients give steadily, even when portfolios dip.

**Try this line:** "The market will recover, but your DAF is built for grantmaking even when the market is down."

## 3 Talk long-term strategy, not short-term fear

This is your chance to reinforce your role as a long-term planning partner. Discuss how giving fits into legacy, estate, and liquidity planning, not just year-end checklists.

**You might ask:** "What impact do you want to have, even when the market feels uncertain?"

Want support framing the conversation with clients?

Email us at [AskAnExpert@reninc.com](mailto:AskAnExpert@reninc.com)