



Involve Professional Advisors Fund Development

Who are Professional Advisors?

For the sake of this conversation, professional advisors are those who assist individuals or businesses with their tax-planning, estate planning, investments, legal work or other similar areas. Their expertise can help you navigate complex legal and financial matters and ensure that your philanthropic activities are well-informed and compliant. Examples include attorneys, financial planners, accountants, consultants, investment advisors, Farm Credit Services professionals and the local banker.

Include professional advisors for the benefit of the fund and its donors.

Involving and including professional advisor(s) when you are working to raise donations for your component fund may provide numerous benefits:

- Professional advisors have clients who may be inclined to share excess resources to your NMF component fund. A donation would provide a tax-deduction and depending on the type of donation made, it could substantially benefit the donor. The professional advisor would be able to advise their client as to the best way to make such a gift.
- Professional advisors can help you understand the tax implication of your philanthropic activities. They can suggest strategies to optimize tax deduction and minimize tax liabilities associated with charitable giving.
- When a professional advisor is made aware of your fund, you can invite them to be your ambassador in the community. Keeping them informed of your work, progress and impact is important if you want them to share your work with their clients.

Say Hello!

When you are raising money for the fund, take time to stop in and meet professional advisors and share the mission and purpose of the fund. Helping them understand the mission and purpose of the fund you work with and how it impacts the community will help them know how to reach out to their clients about your work! Help them to understand how contributions can achieve the mission of the fund and strengthen the overall community.

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