Start With 'Why'

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Yuri Arcurs/Veer

"If you don't collaborate, you will lose. If you don't include people at the beginning, do not expect them to be your allies and friends at the end," cautions Phil Cubeta, CLU, ChFC, MSFS, CAP, the Sallie B. and William B. Wallace Chair in Philanthropy at The American College (**www.theamericancollege.edu**) in Bryn Mawr, Pa. "Eventually your deal is going to go across the table of the attorney and CPA. If you don't include them early, they will kill your deal in many cases, but not always. Not only are they convinced you worked around them, not only do they feel left out and defensive, but they also have access to information you probably don't have. So in the best interest of the client, they may well have to kill the deal because you didn't include them, didn't listen to them and did not find out from them what you needed to know before you made the proposal."

Being a "lone wolf" in the solicitation of major and legacy gifts may not be in the best interest of your client, if the gift is structured incorrectly. It can thwart the success of your mission, derail your fundraising goals and diminish your professional credibility with donors. Trying to go it alone in uncertain economic times makes no sense at all. Making professional allies and friends is logical and more necessary now than ever, especially in light of the dramatic increase in donors' use of legal and financial professionals to help them make charitable decisions. Data from the Bank of America Merrill Lynch *2010 Study of High Net Worth Philanthropy* researched and written

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