

Engaging the Next Generation

We recognize that people are looking to dip their toes in philanthropy, but aren't sure where to start. To help launch this process, and answer some of those early questions, Sound Philanthropy has developed a series of simple guides. We hope that you find them helpful.



STARTING POINT

You and your spouse are discovering common ground and a successful process for giving. Now it is time to invite your kids to join you – be they 5 or 25. You want to do this in a way that is meaningful, age appropriate and relevant to them, but at the same time not lose focus from the path that you have been on with your own philanthropy. You want to empower them, but not give up too much control.



STEP ONE

Guiding principles

Here are some general tips for engaging the next generation in a giving experience:

- 1. Start early.**
- 2. Introducing philanthropy “mentors”** is a good idea at any age
- 3. Decide whether you are “informing” or “inviting”** your kids into a giving process
- 4. Help them find the resources they need** to be informed and feel empowered about money and giving
- 5. Give them autonomy** that builds confidence and allows them to take risks
- 6. Be clear** about expectations and ground rules
- 7. Tell stories and share experiences** – in all situations, kids want to know how you got to where you are



STEP TWO

Actions to take

For every age, there are age appropriate activities and traditions that can help introduce philanthropy, educate, and sustain giving from year to year.

4-14

Childhood

- “Share/Save/Spend” boxes for allowance with clear guidelines and expectations communicated
- Identify and act on age-appropriate teaching moments and activities in your daily life related to empathy and gratitude
- Identify mentors in your family (aunts, uncles, older cousins) or outside (teachers, coaches, spiritual leaders, advisors) who can help guide your youngsters

14-22

Adolescence

- Support continued relationships with money and philanthropy mentors
- Create hands-on learning experiences by offering the opportunity to make an autonomous gift through the family’s giving vehicle or process, with clearly communicated guidelines and expectations
- Develop and launch a peer-driven giving experience for siblings/cousins of a younger generation

22-35

Odyssey

- Invite them to participate in family philanthropy
- Consider them peers (don’t seat them at the “kid’s table”)
- Provide and support opportunities for skill-building and individual development

35-60

Middle Age

- Provide opportunities and resources to explore their philanthropy as individuals and within their nuclear families
- Facilitate introductions and share your philanthropic story, and how it is woven into your legacy

