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# BUILDING YOUR CHARITABLE GIVING MISSION STATEMENT

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While you likely have a sense of the causes you care about, going through this exploratory exercise can help you zero in on the essence of what's most important to you when it comes to your family's charitable giving. The goal is to help you formulate your charitable giving mission statement, which can serve as your "north star" to help guide your charitable endeavors. Get started by asking yourself and participating family members the following questions:

**WHY IS CHARITABLE GIVING IMPORTANT TO ME?**

**WHAT KIND OF IMPACT DO I HOPE TO HAVE THROUGH MY CHARITABLE DONATIONS?**

**HOW DO I WANT TO BE THOUGHT OF OR REMEMBERED IN MY COMMUNITY?**

**IS IT IMPORTANT TO SEE THE TANGIBLE RESULTS OF MY GIFT?**

HOW IMPORTANT IS IT TO BE RECOGNIZED PUBLICLY FOR MY GIFT?

HOW IMPORTANT IS IT THAT I HAVE A PERSONAL CONNECTION TO THE ORGANIZATION I AM GIVING TO?

WHAT KIND OF CHARITABLE PLANNING VALUES DO I WANT TO INSTILL IN MY FAMILY?

Once you feel comfortable with your starting point, it's time to collect feedback. Share your thoughts and draft mission statement with close family members, friends and trusted advisors. Use their insights to help refine your mission statement and you'll be off to a solid start for your charitable giving plan.

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