



**#SecuritiesForSecurity**  
**Resource Kit for Donors**



## Part I. Why Support Your Favorite Cause with Gifts of Stock?

Stocks are an amazing way for you to maximize your charitable giving, and, ultimately, your impact.

When you donate appreciated securities like stocks, bonds, or mutual fund shares, you are able to deduct the gift as a charitable donation and avoid capital gains tax at transfer. This means that you can make a larger gift to your favorite charity at essentially the same investment to you.

If you sold the stock and then donated the funds, you would have to pay capital gains on stock appreciation, and the nonprofit receives less of the originally intended gift.

Keep in mind that you can only receive a charitable deduction for the fair market value, or current price of the stock, if you've held it for more than a year. For stock held for less than a year, your deduction is limited to the cost-basis (what you paid for the stock), not its current value. Also, private stock will need to have value appraised by a broker or financial institution first since its value is not known on the open market.

Capital gains tax is important to note for gifts of securities because, as a donor, you not only realize a tax deduction for the value of your gift of stock (which is the same deduction you would realize giving cash or other assets), you also avoid paying capital gains. This means that you actually give more to a charity at the same cost to yourself.

### **Giving stocks lets you give more!**

Use the hashtag #SecuritiesForSecurity to let your community know that you support your favorite nonprofits with this tax-savvy way of giving.

The more we work together to spread awareness about the power and advantages of giving stock, the more people will do so – and the more donors and the nonprofits they care about will benefit.

## Part II. Sample Communications Materials

The following are a series of sample tweets or captions you can use on your social platforms to help raise awareness about stock donations and how they maximize impact while minimizing the tax burden for you to support your favorite charities. Feel free to make them your own! And check out the graphics we made for you too!

### **Suggested Hashtags**

#SecuritiesForSecurity

#GiveStockforGood

### **Social Media Templates**

- Did you know that you can maximize your impact and minimize your tax burden by supporting charities with gifts of stock? #SecuritiesForSecurity #GiveStockforGood
- Support your favorite nonprofit with gifts of stock! I did, and my gift makes a bigger impact while costing me less #SecuritiesForSecurity #GiveStockforGood

## Graphics Templates

### Logos



### Social Media Banners



All graphics are available to download in [Dropbox](#).

[#SecuritiesForSecurity](#) is an initiative of [Faircom New York](#).

Faircom New York is a nonprofit marketing and fundraising agency. We work with nonprofits to raise funds at every donor level and through every channel of giving.

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