

“But one thing I do: Forgetting what is behind and straining toward what is ahead, I press on toward the goal to win the prize for which God has called me heavenward in Christ Jesus.” Philippians 3:13-14

Change is hard. As much as we want to develop new skills, or make a life change, we quickly realize change requires effort, planning, and support. But change can bring new opportunities as well.

The pandemic has forced us to change, but some of these changes have resulted in better efficiency, and new methods of doing things. CSS has also changed, so don't miss our **Reconnect with Purpose** conference!

In This Issue:

- **Partner Conference**—A day to help you “Reconnect with Purpose”.
- **Did you know...** Estate Freeze basics.
- **No Need to be Afraid**—the anxiety over the Ask resolved.



Partner Conference - June 2nd Reconnect with Purpose

JOIN US! Thursday, June 2nd 2022 - **CLAC Member Center**, 45 Commerce Ct, Cambridge

REGISTER at PartnerSpace.ca

OR get the link for the Zoom simulcast - [HERE](#)

Sessions include; Ways to Give More Effectively, MemberNET, The Elements of Success in Client Interactions, Partnership of Support in Quebec and much more. The full agenda, and materials will be sent to all who register.



The Estate Freeze Basics

Have any clients considering succession of their business but afraid of losing control? A fairly common succession tactic is using an estate freeze. This means a business owner exchanges his/her common shares for preferred shares and issues new common shares to give to the successors of the business (usually the children that are active in the business). It allows for the growth in the business to be in the hands of the successors and it makes taking over the business affordable for a successor. Sometime the owner expresses a hesitation where the expectation is that he/she will lose control of the business.

A possible solution: exchange the common shares (that have voting rights) for preferred shares with voting rights.



No Need to be Afraid!

Some years ago we published a story which still rings true today. In the story, our consultant indicated that out of the more than 400 Will Visits he had made, only ONE couple had decided NOT to include a bequest. Although, even for CSS this statistic is high, it does highlight that agonizing over “making the ask” because “I don't want to bring up the idea of dying” is silly.

Hundreds of people ask our Consultants for a Will consultation visit each year, many of them are counted among your donors. These supporters are only too happy to be asked “how would they like to give”, and “which charities and ministries do they want to support after they pass away”. Many are already discussing their estate plans, so it comes naturally to think about how and who these supporters want to continue to bless and support after they pass away. Many of these visits conclude with an expression of gratitude from the couple for the excellent advice and service; giving them the opportunity to put their stewardship goals and desires into action and consider who they want to bless with what will likely be their biggest gift of treasure ever.

Contact CSS for more information about how to share this opportunity with more of YOUR supporters today.

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