Email Series: Charitable Giving and Post-Exit Purpose

These six email messages are designed for advisors engaging retired or exited business owners. Each message introduces charitable giving as a powerful expression of renewed identity and purpose, rooted in logotherapy.

Email 1: Giving That Reflects Who You Are Now

Subject: Your next chapter could begin with generosity

Hi [First Name],

After exiting your business, the question isn't "What should I do with my money?" - but "What do I want my impact to be?"

Many former owners feel drawn to give, but unsure how to align that giving with who they've become.

Charitable giving, when guided by purpose, becomes more than a donation - it becomes an extension of your values, your life story, and your legacy.

If you're wondering how to make your giving more meaningful, I'd love to share a few frameworks I use with former founders and CEOs.

Would you be open to a 20-minute conversation?

Warmly,
[Your Name]

Email 2: Giving as a Mirror of Your Values

Subject: What does your giving say about you?

Hi [First Name],

We often think of charitable giving as something we do for others.

But at its best, it also tells the truth about what we stand for - what shaped us, and what we hope to pass on.

After an exit, many business owners use giving to rediscover purpose and reconnect with their deepest values.

I help clients clarify how to make giving both strategic and personal. I'd love to share what that can look like in your next chapter.

Open to a short call?

Best,
[Your Name]

Email 3: What's the Story Behind Your Giving?

Subject: Your generosity has a backstory…

Hi [First Name],

Every act of generosity has a story behind it.

For some, it's a childhood experience. For others, it's gratitude for a mentor, a struggle overcome, or a community that shaped them.

What's the deeper story behind your desire to give? And how can that story guide your next steps?

I work with former business owners to help them align their charitable strategy with the meaning that matters most.

Let's talk.

Warm regards,
[Your Name]

Email 4: Giving That Energizes, Not Just Obligates

Subject: Is your giving energizing - or just expected?

Hi [First Name],

Sometimes giving becomes one more box to check - expected, automatic, disconnected from who we are.

But it doesn't have to be that way.

What if your giving lit you up? What if it reconnected you with causes, communities, and contributions that made you feel *alive*?

As a logotherapist, I help people transform their charitable strategy into something that brings energy, not obligation.

I'd love to show you how.

Let me know if a short conversation would be helpful.

All the best,
[Your Name]

Email 5: Turning Generosity into Legacy

Subject: How do you want to be remembered?

Hi [First Name],

You built something lasting in your business.

Now the question becomes: how do you want to be remembered beyond it?

Charitable giving offers a unique opportunity - not just to make a difference, but to shape your legacy with intention.

I work with former business owners who want their giving to reflect who they really are—not just what they can afford.

Would you be open to a conversation about that?

Warmly,
[Your Name]

Email 6: The Power of Giving with Meaning

Subject: You've given enough. Now give with meaning.

Hi [First Name],

You've already given in many ways - your time, your leadership, your ideas.

Now, with time and resources on your side, you have a chance to give in a new way: one guided by meaning, not obligation.

Whether it's education, environment, faith, justice, or community—your giving can be a powerful act of *self-expression*.

I’d love to help you explore how to make that happen.

Let’s talk.

Best,
[Your Name]