

WEALTH MANAGER INCREASES CLIENT ENGAGEMENT THROUGH CHARITABLE GIVING

Pier Avenue Wealth Management is a comprehensive financial planning and asset management firm. Although their clients have various levels of net worth they all have one thing in common – the desire to pay it forward.

CHALLENGE: A TANGIBLE, YET MEANINGFUL CLIENT GIFT

Pier Avenue Wealth Management has a tradition of sending clients birthday gifts, but struggled to find a different gift every year. In the past they've sent a greeting card along with flowers, books, or candy. Since clients are used to receiving a birthday surprise in the mail the firm still wanted to send a tangible gift. However, Pier Avenue Wealth Management was searching for something more meaningful that would best reflect their relationship. The challenge was finding a gift for clients who already have everything they need.

SOLUTION: CUSTOM-BRANDED, BIO-PLASTIC CHARITY GIFT CARDS

When Pier Avenue Wealth Management saw an ad for TisBest Charity Gift Cards in Financial Advisor Magazine, they knew it would be the perfect client birthday gift. Clients already shared their wealth by donating to charity. This was a great way for Pier Avenue Wealth Management to help them make an even greater impact. Rather than sending a digital or downloadable gift card, the firm mailed birthday greeting cards with a personal note. Enclosed was a custom-branded, bio-plastic TisBest Charity Gift Card, in its own personalized envelope, that clients paid forward to the charity of their choice.

CASE STUDY

COMPANY

Pier Avenue Wealth Management

INDUSTRY

Wealth Management

LOCATION

El Segundo, CA

SIZE

2 employees



WHY TISBEST?

- Aligns with their clients' core values
- Meaningful birthday gift for clients
- Personal and tangible bio-plastic charity gift cards
- Over 1.8 million U.S.-registered charities
- Easy to track card spends

4YRS

CLIENT BIRTHDAY GIFTS

455

TOTAL GIFTS

\$12K

DONATED



“My clients have always gravitated towards charitable giving. It worked well to build my brand by aligning with their values.”

– Ryan Gordon, Founder, Pier Avenue Wealth Management

RESULT: SIGNIFICANT INCREASE IN CLIENT ENGAGEMENT

Since switching from traditional birthday gifts to a charitable giving experience, Pier Avenue Wealth Management has seen a significant increase in client engagement. They receive continuous positive feedback – more than they ever have after sending candy or flowers. Many clients send them emails about their personal connection to a particular charity creating an even stronger financial advisor/client bond.

Since their diverse client base has different philanthropic goals, the firm loves that they can choose from over 1.8 million U.S-registered charities. Pier Avenue Wealth Management is thrilled with the efficient way to track card spends. Whenever a card is redeemed they receive a TisBest donation report which includes the date the card was redeemed, the name of the receiving charity, and a personal thank you note from their clients. It makes it easy for the firm to log card codes and customer contact information into their CRM database.

Now they use their database to automate reminders for upcoming client birthdays so they know when to order more cards.