

News Release Instructions – 2007 Member Activity Highlights for chapters (news release template is located after these instructions)

One means of gaining exposure for your chapter is to distribute a news release summarizing your chapter's 2007 activities. To use this news release template, **all statistics you insert must be taken from the Member Activity Highlights for your chapter and region.** To access:

- 1) Go to thrivent.com > **Fraternal Programs** > [Member Activity Highlights](#).
- 2) Under **Search by ZIP Code**, type your ZIP Code and press enter.
- 3) To complete this news release, you need to access the links under the "Regional Member Activity Highlights" and "Chapter Member Activity Highlights" categories.

After you complete the news release template, mail or e-mail it to a specific individual (business editor, news director, religion editor, etc.). Please note that journalists are under no obligation to use (print) the information you provide.

Instructions for completing this news release template

To complete this news release, simply fill in the variable information (i.e., replace the **red text and underlined spaces** with the appropriate information). Here are the instructions:

- 1) Save this Word document to your own computer using the **Save As ...** command..
- 2) Type your name, e-mail address and phone number at the top left of the release (e.g., *Contact: **Bill Smith**, E-mail: **bill.smith@yahoo.com**, Phone: **651-330-1234***).
- 3) Type the dollar amount of your chapter activities in the release headline (e.g., "*Local Thrivent Financial members generate **\$306,819** to help others in 2007*"). This number is located in bold to the right of the "Chapter Activities" heading on your chapter's Member Activity Highlights page.
- 4) Type your city, state abbreviation (all caps), month and date in the first line (e.g., "***SAINT PAUL, MINN. (April 8, 2008)** --* "). **Note:** The names of eight states are not abbreviated: Alaska, Hawaii, Idaho, Iowa, Maine, Ohio, Texas and Utah.
- 5) Type your chapter name and the amount of your chapter activities in the first sentence (e.g., "*...activities of the **South Ramsey County Chapter** of Thrivent Financial for Lutherans, **\$306,819** helped local ...*").
- 6) Type your chapter name in the first line of paragraph two.
- 7) Type your chapter name, the number of volunteer hours and the number of service activities in the first sentence of paragraph three (e.g., "*...members in the **South Ramsey County Chapter** gave more than **28,000** volunteer hours and participated in **166** chapter activities...*") These numbers are located in the first bullet under the "Chapter Activities" heading on your chapter's Member Activity Highlights page.
- 8) Type the amount of funds raised locally and the additional funds provided by Thrivent Financial in the second sentence of paragraph three (e.g., "*...raised funds totaling **\$186,462** locally, and these funds were increased by an additional **\$120,357** in funds from Thrivent Financial.*"). These numbers are located in the second bullet under the "Chapter Activities" heading on your chapter's Member Activity Highlights page.

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- 9) Complete paragraph four. The quotes should reflect your chapter's excitement about making a difference in the community. (e.g., ***"Thrivent members love to come together to do good," said Bill Smith, president of the chapter. We take Thrivent Financial dollars, use them to raise additional funds, then purchase materials for service projects and energize volunteers to improve our community."***)
- 10) Type ChapterName and RegionName in paragraph 5. (e.g., "The **South Ramsey County Chapter** is part of the **East Minnesota and Northwest Wisconsin Region** of Thrivent Financial."). The region name is located on your *region's* Member Activity Highlights page.
- 11) Type (spell out) the number of Lutheran organizations that have received funds, the amount of funds received, and the name of your chapter in the first bullet under paragraph five. (e.g., ***"Sixty-two Lutheran organizations received \$355,707 based on contributions from the South Ramsey County Chapter and other chapters throughout the area.***). This information is located in the first bullet under the "GivingPlus Program" heading on your region's Member Activity Highlights page.
- 12) Type the amount of funding contributed, number of homes, and region name in the first sentence of the second bullet under paragraph five (e.g., ***"...Thrivent Financial contributed \$555,240 to support the construction of eight homes in the East Minnesota and Northwest Wisconsin Region."***). This information can be found in the first paragraph under the "Thrivent Builds with Habitat for Humanity" heading on your region's Member Activity Highlights page. Please note this is **NOT** the Thrivent Builds **total in bold** on the right side of the page.
- 13) Type the amount of additional funding raised by members and their volunteer hours in the second sentence of the second bullet under paragraph five (e.g., ***"...members raised an additional \$93,888 and committed more than 15,000 volunteer hours to help build the homes.*** This information is located in the first paragraph under the "Thrivent Builds with Habitat for Humanity" heading on your region's Member Activity Highlights page.
- 14) Type the number of grants given, and the amount of funding, and your region's name in the third bullet under paragraph five. (e.g., ***"...awarded 144 grants totaling \$502,292 to organizations in the East Minnesota and Northwest Wisconsin Region."***). This information is located under the "Support from the Thrivent Financial for Lutherans Foundation" heading on your region's Member Activity Highlights page.
- 15) Highlight the entire document and change the font color to "black."
- 16) Delete the news release instructions so only the news release shows.
- 17) Re-save the document.
- 18) Print and distribute the news release to media in your area. Remember to mail or e-mail it to a specific individual (business editor, news director, religion editor, etc.). Please note that journalists are under no obligation to use (print) the information you provide.

NEWS RELEASE

Contact: **ChapterLeaderName**
E-mail: **ChapterLeaderE-mail**
Phone: **ChapterLeaderPhoneNumber**

Local Thrivent Financial members generate **\$XXXX** to help others in 2007

Gifts and volunteer programs also make an impact at regional and state level

CITY, STATE (**Month Date**, 2008) – Thanks to the activities of the **ChapterName** of Thrivent Financial for Lutherans, **\$XXXX** was generated to help local individuals and organizations in need in 2007.

The **ChapterName** Thrivent Financial members connect with one another for social and educational events, and give back to their communities, congregations and causes they care about.

In 2007, Thrivent Financial members in **ChapterName** gave more than **number** volunteer hours and participated in **number** service and fund-raising activities. These activities raised funds totaling **\$XXXX** locally, and these funds were increased by an additional **\$XXXX** in funds from Thrivent Financial.

“**Quote**,” said **ChapterLeaderName**, **title** of the chapter. “**Rest-of-Quote**.”

The **ChapterName** is part of the **RegionName** of Thrivent Financial. Across the region, Thrivent Financial had additional impact:

- **Number** Lutheran organizations received **\$XXXX** based on contributions from Thrivent Financial members in **ChapterName** and other chapters throughout the region. Through the GivingPlus Program, Thrivent Financial members can give to Lutheran educational institutions or outreach ministry organizations and have those financial gifts matched, in part, by Thrivent Financial for Lutherans and two of its subsidiaries, Thrivent Asset Management, LLC and Thrivent Life Insurance Company.

- Through its Thrivent Builds with Habitat for Humanity alliance, Thrivent Financial contributed \$XXXX to support the construction of number homes in the RegionName. Local Thrivent Financial members raised an additional \$XXXX and committed more than number volunteer hours to help build the homes.
- The Thrivent Financial for Lutherans Foundation, supported by Thrivent Financial and its subsidiaries, awarded number grants totaling more than \$XXXX to organizations in the RegionName.

Nationally during 2007, Thrivent Financial members raised and donated \$178.3 million through Thrivent Financial's charitable outreach programs to help individuals in need, not-for-profit organizations and Lutheran institutions. Thrivent Financial contributed an additional \$142.6 million to communities across the country through these programs.

In 2007, volunteers built 346 houses through the Thrivent Builds Homes program and 210 houses through the Thrivent Builds Worldwide program for a total of 556 homes for families in need.

The Thrivent Financial for Lutherans Foundation is a private foundation funded by Thrivent Financial for Lutherans. As a 501(c)(3) organization with its own board of trustees, the foundation is organized and operated exclusively for charitable, religious, scientific, literary and educational purposes and makes grants and gifts to 501(c)(3) exempt organizations. The foundation does not provide grants to individuals. To learn more about the foundation and its programs, visit: www.thrivent.com/foundations.

About Thrivent Financial for Lutherans

Thrivent Financial for Lutherans is a Fortune 500 financial services membership organization helping nearly 3 million members achieve their financial goals and give back to their communities. Thrivent Financial and its affiliates offer a broad range of financial products and services including life insurance, annuities, mutual funds, disability income insurance, bank products and more. As a not-for-profit organization, Thrivent Financial sponsors national outreach programs and activities that support congregations, schools, charitable organizations and individuals in need. For more information, visit www.thrivent.com.

Securities are offered through Thrivent Investment Management Inc., 625 Fourth Ave. S., Minneapolis, MN, 55415-1665, 800-THRIVENT (800-847-4836), a wholly-owned subsidiary of Thrivent Financial for Lutherans. Member NASD. Member SIPC.

Thrivent Asset Management, LLC is a registered investment adviser that provides investment management services for the Thrivent Mutual Funds.

Thrivent Life Insurance Company is a life insurance company domiciled in Minnesota that issued variable life insurance and variable annuities to members prior to the time that state law authorized fraternal benefit societies to offer these products.