



CONNECTING WITH CHURCH LEADERS

A conversation guide for congregational advocates



Learning about the needs and ministries of your church will help you identify ways that Thrivent programs and resources can make a meaningful impact. Use this guide to make the most of your conversations.

Things to consider

What you need to know about your church to identify opportunities:

- Key ministries.
- The most pressing unmet needs in your church and community.
- What your members care about most deeply.
- What your church's future looks like.

How to talk to church leaders about your role:

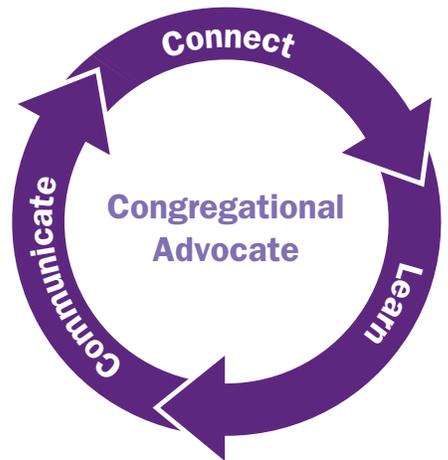
- Start by reviewing “Congregational Advocate: Understanding Your Role” (form #26345) and consider sharing this document with church leaders.
- Be enthusiastic! Tell church leaders what excites you about connecting Thrivent and your church through this role.

Who you should connect with to learn about opportunities and share information:

- Church leaders (pastors, council members, committee leaders, etc.).
- Thrivent Financial members in your church.
- Other influential or involved members of your church.

Others to include in the conversation:

- If you work closely with a Thrivent Financial representative in your role as an advocate, consider how to include him or her.
- If you're part of a team of advocates in your church, discuss as a group how to divide the list of leaders with whom you want to connect.



Introduction

- Start with an overview of the congregational advocate role and why you want to connect (i.e., intended outcomes). Be sure to use your own words. Here are a few sample starters:
 - I'd like to learn what needs may exist, and determine if some of the available Thrivent resources could help address them.
 - Thrivent has a variety of programs and resources available to churches that may fit our needs.
 - As a congregational advocate, I'm here to help you identify and meet the needs and ministries of our church.

- Share your experiences as a Thrivent member and how they helped shape your decision to serve in this role.

Thrivent Choice

- Thrivent Choice® gives members a say in how Thrivent Financial's charitable funds are designated.
 - Talk about how your church is currently using the Thrivent Choice program.
 - Suggest how your church might consider promoting Thrivent Choice (e.g., hosting a Thrivent Choice coffee hour, creating a bulletin insert or targeted mailing to Thrivent members in the church or designating a specific fund or use for Thrivent Choice Dollars®).

Financial Education

- Thrivent offers workshops to help people understand their current financial situation and take action to help them to be wise with money and live generously. Ask:
 - Has our church hosted any of Thrivent's financial education workshops in the past?
 - What financial education topics would currently be of value to our members (basic money management, identity theft, leaving a legacy, etc.)?

Feel free to discuss other Thrivent programs and resources, including Thrivent Builds® with Habitat for Humanity®, church loans, membership benefits, etc.

Agree on Next Steps

- Summarize your thoughts at the end of the conversation, and ask if the church leader can commit to any needed next steps.
 - Based on our conversation, it sounds like _____ is an opportunity we definitely should pursue. Would you agree?
 - What do you envision as next steps for moving this forward?
 - Are there other people you think should be involved?



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