



OPEN CHANNELS, OPEN DOORS

Communicating with Thrivent Financial members, churches and communities



Things to consider

- Plan communication far enough in advance so people can make room for activities in their schedule.
- Look for ways to reach people other than, or in addition to, U.S. mail or flyers; you may get the attention of new or different Thrivent members as well as nonmembers. Tip: Consider using your church’s communication tools (bulletin inserts, email, website, etc.).
- Work together with chapter leaders, financial representatives and church leaders on promoting your events.

What’s the best way to communicate your message?

Method	Good to know	Help
Find Events & Workshops tool on Thrivent.com (no cost)	<ul style="list-style-type: none"> • Allows you to register events that Thrivent members and nonmembers can find when searching online. • Can reach a larger audience in your area • Can track RSVPs. 	<p>Posting Chapter Events on Thrivent.com quick reference guide</p> <p>Register an Event</p>
Bulletin inserts and flyers	<ul style="list-style-type: none"> • Effective way to promote activities to your whole church. • Provides more space for information. • Can be mailed or handed out. • Can direct people to a chapter website (list URL) for more information. 	<p>Thrivent.com > Member Leader Resources > Communication and Promotion</p> <p>Common articles (can be used for inserts, not just chapter mail system)</p>
Calling tree and personal ask	<ul style="list-style-type: none"> • Personal invitations are often most effective • People are more likely to attend because they will know someone at the event. 	
Local media (newspapers, television and radio outlets)	<ul style="list-style-type: none"> • Oftentimes free or very low cost when it’s for a fundraiser or community event. • Helps you reach out to the broader community • Consider including in your local community calendar. 	<p>Thrivent.com > Member Leader Resources > Communication and Promotion</p>

Method	Good to know	Help
Chapter Website (no cost for chapter site)	<ul style="list-style-type: none"> • Thrivent members and nonmembers can access any time—get latest information. • Contact your local chapter board and ask them to post information on the chapter website. 	Contact a member of your chapter leadership board for details on chapter websites.
Church website and Facebook page	<ul style="list-style-type: none"> • Effective way to promote activities to your whole church. • Can be accessed at any time to get the latest information. 	Contact your church's website and Facebook page administrator.
Church email or eNewsletter	<ul style="list-style-type: none"> • Provides timely information • Gives you the ability to share more about your role as a volunteer and what Thrivent can do or has done for your church. 	Contact your church's newsletter/eNewsletter editor.
Personal email	<ul style="list-style-type: none"> • Send targeted messages to Thrivent members in your church. 	Refer to important privacy guidelines in Member Leader Resources (Thrivent.com >Member Leader Resources > Policies and Guidelines) before using Thrivent member listing for your church.

Communicating with Thrivent Financial members only

Tool	Best Use	Help
Chapter Mail Service (cost to chapter)	<ul style="list-style-type: none"> • Promote upcoming dates and activities within your church. • Chapter board pays for mailings sent U.S. Mail, so be aware this involves chapter operating funds cost. 	Contact a member of your chapter leadership board for details and availability.

Make use of these other tools referenced above:

- Chapter website
- Church website/Facebook page
- Personal email/church email, eNewsletter
- Bulletin insert/flyer
- Calling tree/personal ask
- Local newspaper/television/radio
- Find Events & Workshops tool on Thrivent.com

Thrivent.com > Member Leader Resources > Leadership Roles > Congregational Advocates



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