

2015 Chapter Planning Template

A guide for planning your chapter's journey

Mission is your purpose or driving force

Think about the process of planning like preparing to go on a journey. Using that analogy, mission is about understanding your purpose in going on the journey in the first place. Is it to create lasting memories for your children or to expand your knowledge of another culture?

At Thrivent Financial, we all share the same mission; we call this *The Thrivent Way*:

*We are a membership organization of Christians, and our members are our owners. Our purpose is to **serve our members and society be guiding both to be wise with money and live generously.***

Goals are your desired end point

Using the journey analogy again, think of goals as your destination. **All chapters share two common goals in 2015:**

- To get more chapter members actively involved in strengthening your community.
- To increase visibility and awareness of our collective impact in the community.

Strategies are the roadmap to help you achieve your mission and goals

Strategies help answer the question, “How will we reach our destination?” Should we travel by air, land, or sea? Do we take the scenic route or the interstate? Certainly, there are many ways to achieve your chapter's mission and goals. We recommend agreeing on 2-4 key strategies for 2015. Then, complete the template beginning on page three of this guide. We've included strategy options for you to discuss and consider. Feel free to use the ideas below and on the next page or create your own!

- Seek out member and community feedback in order to identify the types of causes, activities and actions that will get people involved.
- Lead a Thrivent Action Team and invite others to participate so they can experience how easy it is to make an impact on an organization or cause they care about. Encourage other members to lead a Thrivent Action Team, too!
- Embrace the power of story by gathering and telling the real impact stories that Thrivent members have in the local community.
- Create opportunities for members and non-members to interact with Thrivent Financial representatives in order to help people on the path to financial security.

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- Identify a specific cause or organization for your chapter to partner with on a longer-term basis in order to bring greater focus to your chapter's outreach and rally members around an important community need.

SAMPLE: Strategy with tactics and milestones

Strategy: *(What is our roadmap? How will we get there?)*

Seek out member and community feedback in order to identify the types of causes, activities and actions that will get people involved.

Tactics: *(What are the essential tasks that help us stay on our path? What sights do we want to see on the way? What hotel reservations should we make? Do we have a spare tire in the trunk, just in case?)*

- Invite city council member, Jane Smith, to speak about community needs at our 2/15 chapter board meeting.
- Each board member will reach out to 5 members to seek feedback and ideas for new activities in 2014 by 3/15.
- Provide a survey to attendees at our next 4 chapter-sponsored activities to get feedback and ideas.
- Hold a New Member Welcome event in May and use that as an opportunity to learn about activities and causes important to those new members.

Success measures: *(What are the benchmarks along the way to track and measure progress? How's the journey going so far? Are we on track? Do we need to make any adjustments going forward?)*

- Feedback received from 100 members by 6/15.
- Two new brand-new activities based held by 12/31.
- 50 people attend these two activities that have never attended a chapter event before.

2015 Chapter Plan

Chapter Name:

Strategy 1: *(What is our roadmap? How will we get there?)*

Tactics: *(What are the essential tasks that help us stay on our path?)*

Success measures: *(What are the benchmarks along the way to track and measure progress? Are we on track?)*

Strategy 2:

Tactics:

Success measures:

Strategy 3:
Tactics:
Success measures:

Strategy 4:
Tactics:
Success measures: