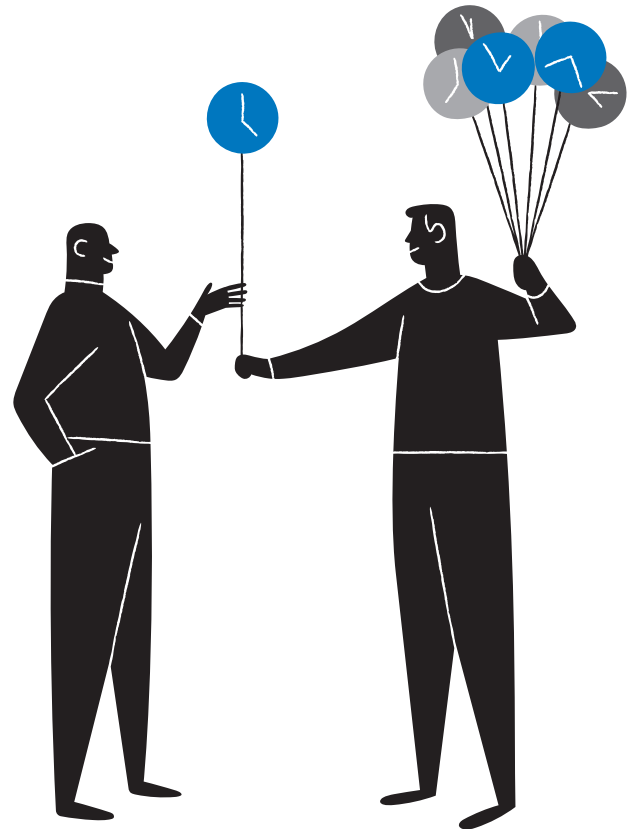




Thrivent Choice®

Strategies to maximize your impact



Whether your organization is a church, camp, school or other nonprofit, you depend on donor generosity to boost your bottom line. It's likely that many of your current and potential supporters are—or could become—Thrivent clients. And Thrivent makes it easy for those clients to help support your organization.

Easy to give and receive

Thrivent Choice—our member-advised charitable grant program—gives eligible clients with membership the opportunity to influence how Thrivent distributes some of its charitable funding. Thrivent clients who have designated Choice Dollars® can direct them to your organization.

However, some clients may not know your organization is enrolled in the Thrivent Choice program. They may also not realize how even a small Choice Dollars direction can add up to make a powerful impact.

Share your stories!

Let your clients and the community you serve know how your organization has benefited from Choice Dollars outreach funding.

Share the total dollar amount you have received from Thrivent, how the outreach funding has been used, and how you intend to use future funds.

Include this information in all of your editorial and promotional content—especially during key giving times, like Thanksgiving, year-end and during annual donor drives.

Help spread the word

Some of our most successful Thrivent Choice recipient organizations have shared strategies and tactics they use to encourage Choice Dollars directions from their supporters who are eligible Thrivent clients with membership. Here are some of their recommendations:

1. Dig in. Do the groundwork.

- Designate a staff person or volunteer to promote your charitable giving programs, including Thrivent Choice, and identify others as backup resources.
- Create a database to identify current and prospective supporters and flag those who are Thrivent clients. Be sure to keep the database current.
- Use calendars to schedule and track planned solicitations and giving campaigns throughout the year. Share these dates with your colleagues and staff, so they can help spread the word during key fundraising campaigns.

2. Take advantage of free, customizable promotional materials.

Simply visit thrivent.com/thriventchoice and scroll down to the “Thrivent Choice Resources” section. From there, you’ll see a collection of preapproved materials you can use to promote Thrivent Choice.

They’re free for you to download, customize and use, and include:

- Messaging options for bulletins, newsletters or web.
- Website banner ads.
- Posters, brochures and flyers.
- Overview letter.
- Social media copy.
- And more.

3. Connect and engage.

- Call or email supporters who are Thrivent clients early in your fiscal calendar year, or on the anniversary of their last gift, to remind them to direct Choice Dollars to your organization.
- Remind supporters and staff about time-sensitive giving campaigns during casual conversations, so they can be ambassadors and encourage participation.
- Display posters and flyers in high-traffic areas, like break rooms, fellowship halls and office areas.
- Include flyers, inserts, buckslips and postscript (PS) messages in all outgoing mailings during your campaign. If your organization is a school, send flyers, inserts or letters home with students.
- If you are affiliated with a church, include inserts in church bulletins and provide your pastor or church leaders with messages to deliver during services.
- Promote initiatives at events where Thrivent clients may be present, such as Habitat for Humanity get-togethers, college alumni and other gatherings. Seek out opportunities to partner with like-minded organizations.
- Be sure to reinforce print and electronic appeal programs with outbound phone calls using scripts you developed.

4. Don’t forget to follow up.

- Always send personalized thank-you notes upon receipt of deposit notifications.
- Whenever possible, personally call those that directed Choice Dollars or donated to your organization to thank them and to ask how you can better serve them. Make them feel important. They are!

Still have questions?

Meet with a Thrivent financial professional or an Engagement team member in your area to discuss additional promotional opportunities, including partnerships. Or, if you’re not sure where to start, call us at 800-847-4836 and say “Thrivent Choice” at the prompt.

The Thrivent Choice® charitable grant program engages Thrivent clients with membership and Thrivent Member Networks in providing grants that support charitable activities, furthering Thrivent’s mission and its purposes under state law. All grant decisions, including grant recipients and amounts, are made at the sole discretion of Thrivent. Directing Choice Dollars® is subject to the program’s Terms and Conditions available at thrivent.com/thriventchoice.

