



**THRIVENT  
FINANCIAL®**

*Connecting faith & finances for good.®*



# ANSWER GUIDE

FOR NEW MEMBERS

# WELCOME!



Juneae and Sue Ficken, Barbara Ahlheit, Thrivent members

You're now a member of Thrivent Financial.

That means you're not just a customer. Not just a number. You're part of a membership-owned organization that answers to you, not to Wall Street.

## The answers you need, when you need them

We created this guide to help you learn more about Thrivent and the value of your membership.

Take a few moments to discover:

- **Who we are** and why it's important to you.
- **What we offer** to help you reach your financial goals.
- The **benefits available** exclusively to members.
- Ways you can **get involved** and **support the causes you care about**.
- How to **manage your accounts**.
- What we want you to know, for your protection and benefit: **our disclosures** (also take a look at the *Product and Services Cost and Compensation Guide*).

(Front Cover) Dan Wall and daughter, Thrivent members



Jamal Harut, Thrivent member

**We're more than a financial services organization. We're a membership organization of Christians who want to be wise with money, live generously and change lives.**

### **What We Do**

We offer a broad range of products and services, including life insurance, annuities and mutual funds, plus tailored guidance from financial representatives nationwide. For more than a century, we've helped our more than 2.3 million member-owners be good stewards of the gifts God has given, and we provide opportunities for them to be even more generous where they live, work and worship.

### **How We're Different**

We view money as a tool, not a goal. Our unique approach to blending faith, finances and generosity helps our members thrive, but that's only the beginning. We also support programs that help build stronger families, churches and communities. You could call it a fresh way to think about money. We call it *The Thrivent Way*.

## **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 by guiding both to be wise with money and live generously.

**We believe** that all we have is a gift from God and that generosity is an expression of faith.

**We succeed** when our members, their families and their communities thrive.

**We value** our relationships, so we will:

Be trustworthy in character and competence, and

Act like owners and treat each other as owners, and

Live balanced and generous lives.

# WHO WE ARE

## Strong and Stable

You don't have to take our word for it. Here's what others have to say about Thrivent.

Independent insurance analysts A.M. Best and Fitch Ratings give Thrivent high marks for our financial strength and ability to pay claims. We've maintained A.M. Best's highest rating for 23 years straight. This puts us in the top 5% of life and health insurance companies earning A.M. Best's highest rating.

**A++**  
**A.M. Best**  
**(Superior)**  
**June 2015**  
Highest of 16 ratings

**AA**  
**Fitch Ratings**  
**(Very Strong)**  
**September 2015**  
Third highest of its 19 categories

Ratings are based on Thrivent's overall financial strength and claims-paying ability, but do not apply to the performance of investment products.



Thrivent Financial was named one of the "World's Most Ethical Companies" by Ethisphere Institute from 2012 to 2015.

This recognition is given to organizations that go beyond making statements about conducting ethical business and translate those words into action.

Learn more at [ethisphere.com/wme](http://ethisphere.com/wme).

# WHAT WE OFFER

Alicia and Francisco Grajales, Thrivent members



WHAT WE OFFER

Throughout your life, your financial needs and goals will likely change. Our broad range of financial products and services is designed to evolve along with you.

## **Insurance**

- Life insurance
- Disability income insurance
- Long-term care insurance
- Medicare supplement insurance
- Major medical insurance

## **Annuities**

- Immediate annuities
- Deferred annuities

## **Individual retirement accounts**

- Traditional IRAs
- Roth IRAs

## **Investments**

- Mutual funds
- Managed accounts
- Professional money managers

## **Businesses & institutions**

- Church and institution financing
- Employer-sponsored retirement accounts
- Business insurance
- Thrivent Federal Credit Union products for business
- Endowments for organizations

## **Financial guidance**

- Financial needs analysis
- Asset allocation
- Retirement strategies
- Estate protection strategies
- Charitable giving options<sup>1</sup>
- Business continuation strategies<sup>1</sup>

## **Education funding options**

- 529 college savings plans
- Coverdell education savings accounts

Thrivent and our affiliates—a family of companies created to help carry out our mission—offer a broad range of financial products and services. We also offer certain products developed by other companies, including health insurance, major medical insurance, long-term care insurance, life insurance, annuities and mutual funds.

<sup>1</sup>Thrivent Financial for Lutherans and its representatives and employees cannot provide legal, accounting or tax advice or services. Work with your Thrivent Financial representative and, as appropriate, your attorney and tax professional for additional information.

# MEMBERSHIP BENEFITS

As a member, you have access to unique programs and benefits to:

- Strengthen communities.
- Help you be wise with money.
- Help you live generously.
- Give you access to free educational resources and discounts.

Benefits change as the needs of our membership change. To find the latest, go to [Thrivent.com/membershipbenefits](https://www.thrivent.com/membershipbenefits).

## Two main types of membership

A **benefit member** is someone 16 years or older who meets membership eligibility, has been admitted for membership, and has a qualified connection to a Thrivent Financial insurance or annuity product or received a settlement agreement from such insurance.

An **associate member** is someone 16 years or older who meets membership eligibility and has been admitted for membership but does not have a qualified connection to a Thrivent Financial insurance or annuity product. This type of member has done one of the following:

- Paid an annual associate membership fee.
- Purchased a product from a Thrivent Financial affiliate or subsidiary, such as a Thrivent Mutual Fund product or Thrivent Federal Credit Union<sup>1</sup> product.

*Some Thrivent Financial membership benefits are available only to benefit members.*



## Learn and grow with educational resources

- **Thrivent Magazine**—A quarterly magazine filled with expert advice and member stories about being wise with money and living generously.
- **A Time to Mourn, A Time to Dance**—A grief resource featuring valuable information, spiritual perspectives, and comforting, effective ways to adapt to loss.
- **Step by Step: Your Guide to Making Practical Decisions When a Loved One Dies**—A book that provides helpful information about tasks that must be done following the death of a loved one, from making funeral arrangements to handling financial matters to settling the estate.
- **Your Will and Estate Planning Guide**—This online resource helps you gather the information needed to have your will created or updated. It contains fillable forms you can complete online and save to your computer.
- **Independent Living**—Provides access to an online resource to help support a loved one's independence. It brings together personalized advice, local service providers, relevant information, and a way to stay connected to family and caregivers.

# MEMBERSHIP BENEFITS



## Save money with discounts and special rates

- **Identity Monitoring**—Now there's a way to detect identity theft early with either a free or significantly discounted identity theft monitoring plan provided by ProtectMyID® from Experian®, a leading full-service provider of identity theft monitoring, detection and fraud resolution.
- **Health Discounts**—Use this discount card to enjoy savings on dental, vision and hearing services, as well as prescription drugs.<sup>2</sup>
- **Thrivent Builds Worldwide Trips**—By partnering with Habitat for Humanity, eligible members receive discounts on trips to work with others to build decent, affordable homes for families in need, domestically and around the world.\*
- **Heartwood® Conference Center & Retreat**—Located in western Wisconsin, Heartwood is perfect for meetings and retreats as well as family reunions, celebrations, weddings, vacations and more at reduced rates.\*
- **Thrivent Federal Credit Union**—As a member of Thrivent, you are eligible to apply for membership in Thrivent Federal Credit Union.<sup>1</sup> Learn more about the products and services available at Thriventcu.com.<sup>1</sup>



## Have a say

- **Thrivent Choice®**—Help choose where Thrivent Financial distributes a portion of its charitable grant dollars.
- **Board Elections**—Have a say in who represents you by voting for the national Thrivent Financial Board of Directors. Look for your ballot each fall.\* You can also vote for other members to represent you locally on regional boards.



## Benefit from additional financial support

- **Uninsurable Child Life Insurance Benefit**—Provides life insurance coverage to eligible children under the age of 16 who are not insurable.
- **Newborn Death Benefit**—Provides a charitable grant of \$5,000 to help eligible members ease the financial and emotional burdens of losing an infant.\*
- **Legacy Support for Orphan Children Benefit**—Provides grants of \$2,400 per year to eligible children until they reach age 19 (or age 23, if they attend college full time).\*

\*Available to benefit members only. For more important information, go to [Thrivent.com/membershipbenefits](https://www.thrivent.com/membershipbenefits).

<sup>1</sup>Deposit and lending services are offered by Thrivent Federal Credit Union, a member-owned not-for-profit financial cooperative that is federally insured by the National Credit Union Administration and doing business in accordance with the Federal Fair Lending Laws. Insurance, securities, investment advisory and trust and investment management accounts and services offered by Thrivent Financial for Lutherans or its affiliates are not deposits or obligations of Thrivent Federal Credit Union, are not guaranteed by Thrivent Federal Credit Union or any bank, are not insured by the NCUA, FDIC or any other federal government agency, and involve investment risk, including possible loss of the principal amount invested.

<sup>2</sup>This plan is not insurance and is not intended to replace health insurance.  
THIS IS NOT A MEDICARE PRESCRIPTION DRUG PLAN.

# MAKE A DIFFERENCE



## Getting Involved

At Thrivent we give back—not with a corporate checkbook, but with and through our members. That’s the beauty of being a fraternal benefit society.

### Multiple options

We have many different ways for you to make a difference in your local church and community—with extra resources from Thrivent.

The main way to get involved is through your local member group, called a chapter or Thrivent Member Network. To find one near you, look at the information included in the letter that came with your New Member Welcome packet. If you’re eager to do a volunteer event right away, go to [Thrivent.com/actionteam](http://Thrivent.com/actionteam) and see how easy it is to get involved.

Here are all the ways you can make a difference through chapters and Thrivent Member Networks:

- Put together a Thrivent Action Team to meet a need.
- Work on a house (locally or internationally) through Thrivent Builds with Habitat for Humanity.
- Become a congregational advocate to help your church partner with Thrivent.
- Do an event through a local chapter, or serve on a chapter board.
- Use Thrivent resources to lead a workshop in your church or community on financial and stewardship topics.

# MAKE A DIFFERENCE



## Supporting causes you care about

Want to help organizations that are near and dear to your heart? Our unique charitable grant program, Thrivent Choice<sup>®</sup>, gives members the opportunity to recommend which nonprofits (including churches) should receive some of our charitable grant funds.

Choice Dollars<sup>®</sup> are available for eligible members to direct to participating organizations throughout the year. They are available monthly after your qualifying premium payments are processed—quarterly based on your qualifying contract value(s), or annually after you are elected to a qualifying Thrivent volunteer leadership position.

If you are eligible to participate, you will see the number of Choice Dollars available for you to direct on your MyThrivent page (the part of Thrivent.com behind the login). When you are ready to make a direction, just search the Thrivent Choice<sup>®</sup> online catalog and pick the organization(s) you feel should receive grant funding from Thrivent.

Visit [Thrivent.com/thriventchoice](https://www.thrivent.com/thriventchoice)

The Thrivent Choice<sup>®</sup> charitable grant program engages Thrivent members and chapters in providing grants that support charitable activities, furthering Thrivent's mission and its purposes under state law. All grants are made at the sole discretion of Thrivent. Directing Choice Dollars<sup>®</sup> is subject to the program's Terms and Conditions available at [Thrivent.com/thriventchoice](https://www.thrivent.com/thriventchoice).

# MANAGE YOUR ACCOUNTS

When you need information or service, it's at your fingertips.



## Register on Thrivent.com

Once you're registered on Thrivent.com, the information or service you need is just a click away. Simply visit Thrivent.com and go to **MyThrivent** to register or log in. You'll see your financial representative and chapter information, too.

What you can do on Thrivent.com:

- Make changes to your products and accounts, including beneficiary changes.
- Get updated product and account values.
- Make payments and find payment history.
- Update your address, telephone number or financial profile.
- If eligible, you can direct Choice Dollars® to the enrolled nonprofit organization(s) of your choice.
- Download claim forms for certain types of claims.
- Order membership benefits.



## Give us a call

If you prefer talking to a service representative, call us at 800-847-4836.

See the back cover for more ways to reach us or find out what's happening at Thrivent and in your community.

## WHAT WE WANT YOU TO KNOW

As a membership organization, we want to be transparent about the types of products and services that we recommend to you and help you understand why we may recommend certain products and services. Therefore, we ask that you carefully review these important disclosures about Thrivent and its affiliates. While Thrivent and our financial representatives seek to provide you with suitable products based on your financial needs and objectives, you should be aware that the receipt of any additional incentive may create a conflict of interest.

All of our financial representatives are licensed to sell life insurance, annuities and mutual funds. Only certain financial representatives, based on their experience, licensing and other qualifications, can offer other products and services such as:

- Retail brokerage accounts.
- Investment advisor managed account services.
- Financial planning services.<sup>1</sup>

This means we work with you in a variety of capacities. There are important differences among these types of relationships that affect your rights and our duties and obligations to you. See the next few pages for more details on these duties and obligations.

We also want you to know how our financial representatives are paid so that you can make informed choices about the products you buy. Most of our financial representatives don't earn a salary. Their pay is based on the products or services they provide, and may consist of:

- Commissions and sales charges.
- Fees.
- Cash bonuses.
- Marketing and business incentives.
- Noncash compensation and sales contests.
- Retirement and other benefits.

As a not-for-profit fraternal benefit society, we focus on the sale of Thrivent annuities and insurance products because the sale of these products helps create funding for our charitable, educational and other fraternal programs.

Additionally, we make more money from the sale of Thrivent annuities, insurance products, and other proprietary products we create and offer than from the sale of other companies' products.

<sup>1</sup>If your financial representative is unable to offer a financial product or service that interests you, depending on certain factors, he or she may be able to work with another financial representative at no extra cost to you.

To learn more about the various types of compensation and how they are earned, look at the ***Products and Services Cost and Compensation Guide***.

# DISCLOSURES

There are important differences among the types of relationships we have with you depending on the way you choose to work with us. We may serve as your broker-dealer, investment advisor, insurance agent, trustee or investment manager. Sometimes, we may serve in more than one of these roles. It is important that you understand these differences so that you can make informed decisions and choose the types of relationships, financial solutions, products and services that help you meet your financial needs and objectives.

**The following charts describe each type of relationship and what it means for you and for us.**

## Insurance agent

As your insurance agent, we offer a number of insurance products on behalf of Thrivent Financial<sup>2</sup> and, in certain cases, other companies.

### Types of products and services provided

- Life insurance
- Fixed annuities
- Disability income insurance
- Medicare supplement insurance
- Long-term care insurance

### Our obligation to you (what you can expect from us)

As your insurance agent, we are obligated to make product recommendations that are suitable for you based on your individual needs and circumstances.

### Your obligation to us (how you pay for our services)

You pay your insurance premium or annuity payment directly to Thrivent Financial or to the other companies with which we have relationships.

<sup>2</sup>Insurance products issued or offered by Thrivent Financial for Lutherans, Appleton, WI. Not all products are available in all states.

### Thrivent Financial affiliates include:

- Thrivent Investment Management Inc., a broker-dealer and investment adviser, which offers retail brokerage and investment advisory products and services.
- Thrivent Trust Company, which offers trust and investment services.
- Thrivent Asset Management, LLC, an investment adviser, which manages certain Thrivent Mutual Funds.

## Broker-dealer

When we buy and sell securities on your behalf, including mutual funds and variable insurance products, we are acting as your **broker**.

### Types of products and services provided

Financial representatives can provide you with access to a variety of securities products, some of which are issued by Thrivent Financial and its affiliates, including mutual funds, variable annuities and variable universal life insurance<sup>3</sup>, and others that are issued by other companies, including mutual funds, 529 plans, variable insurance products, stocks, bonds and other individual securities.

You may purchase mutual funds, stocks, bonds and other individual securities through a brokerage account. You may also purchase certain mutual funds through your financial representative and hold them directly with the mutual fund company.

### Our obligation to you (what you can expect from us)

- As a broker-dealer, we are obligated to make securities recommendations that are suitable for you based on what you tell us about your investment objectives, risk tolerance, tax status and other applicable financial information.
- In a broker-dealer relationship, your financial representative may provide investment advice, including securities recommendations based on the information you provide regarding your financial situation and goals. Any investment advice and recommendations provided in this context are not a financial plan, financial planning service or other investment advisor relationship or service.
- We provide prospectuses and statements of additional information for certain securities.
- Thrivent Financial or the issuing company is responsible for processing requests, such as loans, transfers, surrenders and death benefits under the terms of the contract.

### Your obligation to us (how you pay for our services)

- When you purchase securities, you pay a sales charge at the time of each transaction. This charge is included as part of your premium payment or is taken out of your contribution before it is invested in the account.
- Life insurance and annuity products are held directly with the issuing company. Any sales charges incurred are included in your premium payments, which are outlined in the product's prospectus or contract.
- Other fees, such as mutual fund investment management, operating and 12b-1 fees also may apply. They are described in the mutual fund's prospectus.

<sup>3</sup>Because Thrivent Investment Management Inc. is the sole distributor for these proprietary products, it is not possible to transfer them to an account with another broker-dealer.

# DISCLOSURES

## Investment advisor

We act as your investment advisor when a financial representative provides you with investment advice for a separate fee (i.e., a fee other than a commission or sales charge at the time of each transaction), through a managed account or financial planning for a fee service.

## Types of products and services provided

Thrivent Investment Management Inc. offers investment advisory managed accounts through certain financial representatives on a nondiscretionary and discretionary basis. That means these financial representatives provide investment recommendations and you decide whether to implement them (nondiscretionary), or you grant Thrivent Financial's affiliates or a third party the authority to make investment decisions on your behalf (discretionary). For details about the specific investment advisory managed accounts we offer, see the *Products and Services Cost and Compensation Guide*.

Through a limited number of financial representatives, we offer financial planning services for a separate fee that are intended to provide a customized plan tailored to your financial needs and goals. You focus on a specific need, such as retirement or estate planning, or on a variety of needs for a more comprehensive financial plan.

## Our obligation to you (what you can expect from us)

As an investment advisor, we have heightened obligations to you relative to the obligations to you as a broker-dealer or an insurance agent.

In addition to making recommendations that are suitable for you based on your stated investment objectives, risk tolerance, tax status and other applicable financial information, we must disclose to you all material facts, including any material conflicts of interest.

We also must:

- Have a reasonable, independent basis for our investment advice.
- Inform you of fees and other expenses that you may be subject to and whether they are negotiable.

Once you select to receive managed account or financial planning services from us, you will enter into a written agreement with us establishing the terms of the advisor relationship. We also provide you with a disclosure document that explains, among other things, our investment advisor services, fees, the background of your Thrivent Financial representative, and any material conflicts of interest between our interests and yours.

## Your obligation to us (how you pay for our services)

You pay an ongoing fee for managed account services. Generally, that fee is determined quarterly based on the value of the assets in your managed account.

You are not charged any separate commissions or sales fees for assets (including mutual funds) bought or sold in your managed account.

You pay a separate fee for financial planning services in addition to commissions or sales loads or other fees charged if you implement a portion, or all, of your financial plan.

**Please note:** If you decide to implement your financial plan with another company, make sure to inquire about the commissions, sales loads and other fees that may be charged.

## Trust services relationship

Thrivent Trust Company provides professional investment management and fiduciary solutions.

### Types of products and services provided

Thrivent Trust Company<sup>4</sup> provides trust administration and discretionary investment management services to clients. Thrivent Trust Company can serve as your investment manager, advisor, trustee or custodian. Some of the more typical trusts the trust company administers include revocable living trusts, irrevocable trusts, special needs trusts and irrevocable life insurance trusts.

### Our obligation to you (what you can expect from us)

In providing trust and investment management services, Thrivent Trust Company will manage the account in accordance with the governing document, whether it be a nondiscretionary, discretionary, advisory, custody or trust account. The investment activity conducted on your behalf will be based on your stated investment objectives, risk tolerance, tax status and other applicable financial information made known to Thrivent Trust Company.

### Your obligation to us (how you pay for our services)

You pay an ongoing fee for trust and discretionary investment management services. Generally, the fee is determined monthly based on the value of the assets in your trust account. Other fees may apply based on the types of assets held in your trust. Please ask your Thrivent Financial representative or a Thrivent Trust Company professional for a copy of the current fee schedule.

**<sup>4</sup>Trust and investment management accounts and services offered by Thrivent Trust Company are not insured by the FDIC or any other federal government agency, are not deposits or other obligations of, nor guaranteed by, Thrivent Trust Company or its affiliates, and are subject to investment risk, including possible loss of the principal amount invested.**

# CONNECT WITH US



**Meet** with your Thrivent Financial representative or find a representative near you at [Thrivent.com](https://www.thrivent.com).



**Call** 800-847-4836 for general customer service or call our Financial Guidance Center at 888-834-7428 if you don't have a representative and would like to work with a licensed professional over the phone.



**Come** to a local workshop or social event sponsored by Thrivent. Find one at [Thrivent.com/findaworkshop](https://www.thrivent.com/findaworkshop).



**Find out** how Thrivent helps its members live generously at [Thrivent.com/livegenerously](https://www.thrivent.com/livegenerously).



**Visit** [Thrivent.com](https://www.thrivent.com) to get answers to your questions. While you're there, search "go paperless" and sign up for email delivery.



**Find** us on Facebook at [Thrivent.com/facebook](https://www.thrivent.com/facebook).



**Follow** us on Twitter at [Thrivent.com/twitter](https://www.thrivent.com/twitter).

## EXPLORE THE THRIVENT FINANCIAL REPRESENTATIVE CAREER

### Live your faith by serving others

If you're looking for a career where you can help people and strengthen communities, consider becoming a Thrivent Financial representative.

Make the world a better place—one relationship at a time.

Learn more at [Thrivent.com/careers](https://www.thrivent.com/careers).

Insurance products issued or offered by Thrivent Financial, the marketing name for Thrivent Financial for Lutherans, Appleton, WI. Not all products are available in all states. Securities and investment advisory services are offered through Thrivent Investment Management Inc., 625 Fourth Ave. S., Minneapolis, MN 55415, a FINRA and SIPC member and a wholly owned subsidiary of Thrivent. Thrivent Financial representatives are registered representatives of Thrivent Investment Management Inc. They are also licensed insurance agents/producers of Thrivent. Fee-based investment advisory services are available through qualified investment advisor representatives only. For additional important information, visit [Thrivent.com/disclosures](https://www.thrivent.com/disclosures).



**THRIVENT**  
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