

Chapter Communications

Communication options for chapters

Things to consider:

- Plan communication far enough in advance so the member can make room for activity in his/her schedule.
- Ask yourself this question: does this message make me willing to rearrange my schedule so I can attend this event?
- Look for ways to reach people other than, or in addition to, US Mail; you may get the attention of new/different members as well as non-members.

Educational Event/Fundraiser/Hands-on Service Activity

To Members, congregations & communities

| Tool | Best Use | Help |
|---|---|--|
| Find Events & Workshops tool on Thrivent.com (no cost) | <ul style="list-style-type: none"> • Register chapter activities/events/workshops that members and non-members can find when searching for events in your state • Reach a larger audience in your area • Track RSVPs online | Find an Event Quick Reference Guide Register an Event |
| Activity postcard (\$.24 per household) | <ul style="list-style-type: none"> • Invite chapter members to educational workshops, fund raising events, or member-only social events • Single event • Short, to-the-point • Attention grabbing headline | How to Create a Chapter Mailing |
| Thrivent Builds postcard (\$.24 per household) | <ul style="list-style-type: none"> • Invite members to participate in a Thrivent Builds with Habitat for Humanity build or fund raising event | |
| Flyer | <ul style="list-style-type: none"> • Post/leave behind any where • Provides more space for information • Can be mailed or handed out • With photo or black/white options • Direct people to your chapter website (list URL) for more information | Before the Activity - Forms Common articles |
| Bulletin insert | <ul style="list-style-type: none"> • Promote activity in local congregations • Work with Congregational Advocate | Before the Activity - Forms Common articles |
| Calling tree / personal ask | <ul style="list-style-type: none"> • Personally invite someone (more likely to attend because they will know someone at the event) | |
| Local newspaper/television/radio | <ul style="list-style-type: none"> • Oftentimes free or very low cost if fundraiser or community service event • Reach out to local community • Include in local community calendar | Visibility toolkit |

Chapter Communications

Social Activities

To Members and their guests

| Tool | Best Use | Help |
|--|---|---|
| Calling tree / personal ask | <ul style="list-style-type: none"> Personally invite someone (more likely to attend because they will know someone at the event) | |
| Chapter website (no cost) | <ul style="list-style-type: none"> Members can access any time – get latest information. Ability to customize (i.e. create photo gallery) | Website how-to |
| Flyer | <ul style="list-style-type: none"> Post/leave behind any where Provides more space for information Can be mailed or handed out With photo or black/white options Direct people to your chapter website (list URL) for more information | Before the Activity - Forms |
| Activity Post card (\$.24 per household) | <ul style="list-style-type: none"> Single event Short, to the point Attention grabbing headline | How to Create a Chapter Mailing |

General Communication

To Members only

| Tool | Best Use | Help |
|---|--|---|
| 2 pg Newsletter (\$.20 per household) | <ul style="list-style-type: none"> Share a few chapter accomplishments Promote upcoming dates and activities | Mailing service overview How to Create a Chapter Mailing |
| 4 pg Newsletter (\$.20 per household) | <ul style="list-style-type: none"> Share chapter accomplishments Promote upcoming dates Share short member stories Make sure 'news' worthy to most members | Chapter Highlights Common articles |
| General postcard (\$.24 per household) | <ul style="list-style-type: none"> Share chapter accomplishments General information, not activity-related | |
| Election postcard (\$.40 per household) | <ul style="list-style-type: none"> Invite chapter members to chapter leader election event Include reminder to vote in National Board of Directors election | |
| Chapter website (no cost) | <ul style="list-style-type: none"> Members can access any time – get latest information. Ability to customize (i.e. create photo gallery, list chapter meeting dates, promote chapter activities and events) | Website how-to |