

# Connecting With Church Leaders

## A Conversation Guide for Congregational Advocates

Learning about the needs and ministries of your congregation will help you identify ways that Thrivent Financial programs and resources can have a meaningful impact. Use this guide to make the most of your conversations.

### Things to consider

**What do you need to know about your congregation in order to identify opportunities? Consider:**

- What are the key ministries of our congregation?
- What are the greatest unmet needs in our congregation?
- What do our members care most deeply about?
- What does the future look like for our congregation? What are our opportunities? What are our challenges?

**How will you talk about your role as a congregational advocate?**

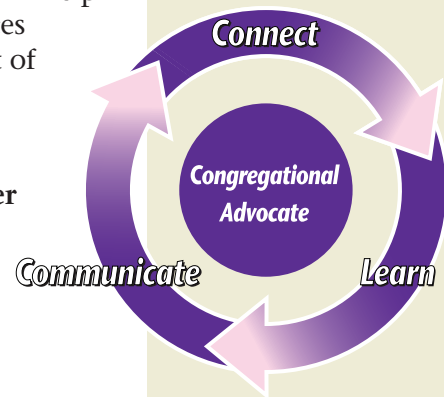
- The “Congregational Advocate: Understanding Your Role” document is a great place to start. Consider sharing this document with church leaders so they can better understand your role.
- Your enthusiasm is contagious! What excites you about the role? What inspired you to want to serve your congregation through this role?

**Who will you connect with to learn about opportunities and talk about your role? Consider:**

- Church leaders (pastors, council members, committee leaders, etc.).
- Thrivent Financial members within the congregation.
- Other influential or involved members of your congregation.

**Who else should be part of the conversation?**

- If you're working closely with a Thrivent Financial representative in your role as an advocate, consider how to include him or her.
- If you're part of a team of advocates in your church, talk as a group about how to divide the list of people you want to reach.



# Conversation Planner

## Introduction

- Start with an overview of the congregational advocate role and the purpose for your conversation. Put it in your own words! Here are a few key points:
  - *As a congregational advocate, I can help you meet the needs and ministries of our congregation.*
  - *Thrivent has a variety of programs and resources available to congregations that may fit our needs.*
  - *I want to spend some time learning about what needs may exist, and then see where some of these resources could line up.*

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- Give some background on your Thrivent membership and why you decided to serve in this role.

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- Ask the person to describe the congregation's perception and understanding of Thrivent.

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## Agree on Next Steps

- Summarize your thoughts at the end of the conversation and ask the person you're talking with to commit to taking any necessary next steps.
  - *Based on our conversation, it sounds like ... would be an opportunity we would definitely want to pursue. Would you agree?*
  - *What do you think next steps are for moving this forward?*
  - *Are there any obstacles you can think of to moving forward?*
  - *Are there other people you think would be important to talk to or involve?*

### Opportunity #1

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### Opportunity #2

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### Opportunity #3

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