

Road Map to Success – Chapter Communications Director

Year-at-a-glance checklist to help you learn and carry out your chapter leader role

Thank you for choosing to share your time and skills as a Thrivent chapter leader. Here is a checklist of tools and resources designed to help you be successful in your role. You may **also want to review the “[All Roles](#)” checklist** for items that apply to all chapter leadership board roles. Remember, chapter leader responsibilities can be shared or overlapped to suit the needs of your own chapter leadership board.

The key to the abbreviation icons **R** **T** **CHIP** are listed below. Clicking on an icon or any underlined words in this document with either take you to its online location or directly to the document.

Tools to increase your knowledge of your role and related topics	Tasks to complete as part of your role
<ul style="list-style-type: none"> <input type="checkbox"/> If you are a new leader, view the <i>New Volunteer Leader Orientation</i> webinar on Volunteer Leader Resources. R T <input type="checkbox"/> View the <i>Communications director role-specific training</i> webinar on Chapter Leader Roles in the Optional Elected Position tab. R T <input type="checkbox"/> Review Understanding Your Role – Communications Director R for details about your role. <input type="checkbox"/> Browse the following areas in the Volunteer Leader Resources area of thrivent.com: R <ul style="list-style-type: none"> For Chapter Leaders Forms & Conducting Activities Visibility Toolkit Ask CHIP <input type="checkbox"/> Review the following topics in CHIP: CHIP <ul style="list-style-type: none"> Privacy Policy Thrivent Financial Logo Use and Naming Guidelines Co-hosting activities guidelines & reporting Chapter Mailing Service <input type="checkbox"/> Work through <i>Administration Overview and Requesting Funds and Reporting Activity Results Online</i>, short, easy-to-complete tutorials. R 	<ul style="list-style-type: none"> <input type="checkbox"/> Register for a user ID and password to access the Chapter Leadership Administration Menu online. See How to Create a My Thrivent Account R for details. <input type="checkbox"/> Print Chapter Calendar. R <input type="checkbox"/> Read the monthly Chapter News e-mails and periodic e-mails from your Lutheran Engagement Team (LET) and Thrivent Financial. R <input type="checkbox"/> Develop a communication plan of key activities to highlight (suggested topics is provided on the reverse side) and distribute regular communications according to your plan. <input type="checkbox"/> Introduce yourself and the chapter vice president to local legislators and media and stay in touch throughout the year. Invite them to chapter events and the chapter election. R Visibility Toolkit; CHIP Search “invite” and select <i>Inviting Elected Officials to Chapter Events</i>. <input type="checkbox"/> Share the available online resources to help service teams promote their activities to encourage awareness and engagement. R CHIP Search “visibility.” <input type="checkbox"/> Attend local or regional training events provided by your LET team as available.

Key

- R** Resources for members and volunteers.
- T** Computer-based learning modules.
- CHIP** Online chapter reference tool. Click on “Ask CHIP.”

Questions? The Member Connection Center is available to answer your questions.

- Call 800-THRIVENT (800-847-4836) and say “Fraternal” between 7 a.m. and 9 p.m. Central time, Monday—Friday or email fraternal@thrivent.com

Chapter Communication Plan

(add or change items as needed)

1st Quarter (Jan – March)

Suggested topics

News release(s): (see [Visibility Toolkit](#) for details on usage)

- End-of-year results (“Care Program Impact”) news release for previous year.
- Care Abounds in Communities® announcement and project results news releases.

Chapter mailings, **if** your chapter chooses to send:

- An introduction to Thrivent Financial, the chapter system and your chapter and its leadership board.
- What the chapter system is about; why people volunteer with us.
- Promote Thrivent ChoiceSM
- Chapter meeting dates, times and locations for the year.
- A summary of chapter activities for the previous year, and upcoming activities.
- Promote your chapter website (making sure it's updated).

2nd Quarter (April – June)

Suggested topics

News release(s):

- JOIN HANDS DAY (which occurs in May of each year).
- Upcoming chapter activities.

Chapter mailings, **if** your chapter chooses to send:

- Call for nominees for next year's chapter election.
- JOIN HANDS DAY and its related activitie(s) in the chapter.
- Reminder of upcoming chapter meetings.
- A summary of chapter activities for the year so far, and upcoming activities.
- Promote your chapter website (making sure it's updated).

3rd Quarter (July – September)

Suggested topics

News release(s):

- Upcoming chapter activities.

Chapter mailings, **if** your chapter chooses to send:

- List the upcoming chapter election nominees.
- Provide election meeting information: Date, time, location, cost, meals and/or activities, etc.
- Promote the national board of directors election.
- A summary of chapter activities for the year so far, and upcoming activities.
- Promote your chapter website (making sure it's updated).

4th Quarter (October – December)

Suggested topics

News release(s):

- Chapter election results.

Chapter mailings, **if** your chapter chooses to send:

- List the newly elected chapter leaders and their personal information of interest.
- A summary of chapter activities for the year so far, and upcoming activities.
- Promote your chapter website (making sure it's updated).