

## Thrivent Choice® Fact Sheet for Chapter Leaders

### WHAT

Thrivent Choice is a charitable grant program where members can participate at different levels based on their involvement with Thrivent Financial. The program offers an effective way to involve members in how Thrivent Financial distributes some of its charitable grant funds.

Thrivent Financial members may participate in Thrivent Choice in one or two ways:

1. **Voting Events: All benefit and associate members** (age 16 or older) can “vote” to recommend how to distribute some of Thrivent Financial’s charitable grant funds among a short list of national charities (Lutheran and non-Lutheran), one to two times per year.
2. **Choice Dollars<sup>SM</sup>: Eligible benefit members** can direct Thrivent Choice Dollars<sup>SM</sup> to recommend how to distribute some of Thrivent Financial’s charitable grant funds among thousands of Lutheran nonprofit organizations, including Lutheran congregations.

Eligibility to direct Choice Dollars is based on a benefit member’s involvement in Thrivent Financial—via their level of fraternal benefit society product ownership (life insurance, health insurance and annuities) or Thrivent Financial volunteer leadership.

Benefit members (age 16 or older) are eligible to direct a minimum of \$25 Choice Dollars if they meet one or more of the following:

- Have \$800 or more in annual planned premiums of qualifying insurance products.
- Have \$20,000 or more in contract value on qualifying products.
- Hold a qualifying Thrivent Financial volunteer leadership position.

Note: Participating in Voting Events and directing Choice Dollars is subject to the Terms and Conditions of the Thrivent Choice Program.

### WHY

- To get **more members involved** in determining how Thrivent Financial, as a membership organization, distributes some of its charitable grant funds.
- To **support Lutheran non-profit organizations** that are important to our members.
- To **highlight Thrivent Financial’s uniqueness** as a fraternal benefit society by seeking member input in how to distribute charitable grant funds in a meaningful way.

## **HOW**

### **Voting Events:**

- All benefit and associate members (age 16 or older) may cast votes by registering online at Thrivent.com or by calling 800-THRIVENT and saying “Thrivent Choice” at the prompt.

### **Choice Dollars:**

- Eligible benefit members (age 16 or older) may direct Choice Dollars by registering online at Thrivent.com or by calling 800-THRIVENT and saying “Thrivent Choice” at the prompt.

## **SUMMARY**

Thrivent Choice is:

- A charitable grant program in which members recommend how to distribute some of Thrivent Financial’s charitable grant funds. Members are also encouraged to continue making personal donations to recipient organizations if they had done so previously.
- A program that gives members who have a deeper relationship with Thrivent Financial—via fraternal benefit society product ownership and Thrivent Financial volunteer leadership— the opportunity to recommend how to distribute more charitable grant funds.
- A flexible program that will continually evolve to respond to the needs of members and communities.
- Focused on a broad range of funding recipients—including Lutheran congregations.

## **HOW THIS AFFECTS CHAPTER LEADERS**

- Please participate if you’re eligible! If you are a benefit member, you will be eligible to direct a minimum of \$25 in Choice Dollars as a chapter leader.
- Think about how you can promote Thrivent Choice among chapter members at local chapter events and in congregations. You’ll find brochures, bulletin inserts and other tools to help you do this on Thrivent.com > Thrivent Community > Thrivent Choice > Program Details > Tools & Resources. More member participation at a local level may mean more money to benefit the ministries of Lutheran organizations and congregations in your community.
- Don’t feel like you have to be an expert on Choice Dollars details and eligibility factors. You can direct members to with those types of complicated questions to their Thrivent Financial representative or to 800-THRIVENT.
- Each chapter’s Director of Congregational Advocates will help train and support congregational advocates in promoting the program (we’ll provide the tools).
- You will review and approve/disapprove organizations in your area that apply for enrollment as Choice Dollars recipients.

## **HOW TO LEARN MORE**

- Watch Chapter Leader News for updates.
- Contact your local Community Engagement Team .
- Contact the Member Connection Center at 800-THRIVENT (say “Thrivent Choice”) or email mail@thrivent.com.