

Congregational Advocates: *Communicating with Thrivent Financial Members, Congregations and Communities*

Things to consider:

- Plan communication far enough in advance so people can make room for activities in their schedule.
- Look for ways to reach people other than, or in addition to, U.S. mail or flyers; you may get the attention of new or different Thrivent Financial members as well as non-members. *Tip: Consider using your congregation's communication tools (bulletin inserts, email, website, etc.).*
- Work together with chapter leaders, financial representatives, and congregational leaders on promoting your events.



Communicating with Thrivent Financial members, congregations & communities

Method	Good to know	Help
Find Events & Workshops tool on Thrivent.com (no cost)	<ul style="list-style-type: none"> • Allows you to register events that Thrivent Financial members and non-members can find when searching online • Can reach a larger audience in your area • Track RSVPs 	Posting Chapter Events on Thrivent.com quick reference guide Register an Event
Bulletin inserts/flyers	<ul style="list-style-type: none"> • Effective way to promote activities to your whole congregation • Provides more space for information • Can be mailed or handed out • Can direct people to a chapter website (list URL) for more information 	Before the Activity - Forms Common articles (can be used for inserts, not just chapter mail system)
Calling tree / personal ask	<ul style="list-style-type: none"> • Personal invitations are often most effective • People are 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 when it's for a fundraiser or community event • Helps you reach out to the broader community • Consider including in your local community calendar 	Visibility toolkit

Method	Good to know	Help
Chapter Website (no cost for chapter site)	<ul style="list-style-type: none"> • Thrivent Financial members and non-members can access any time – get latest information • Contact your local chapter board and ask them to post information on the chapter website 	Contact a member of your chapter leadership board for details on chapter websites.
Your congregation's website/Facebook page	<ul style="list-style-type: none"> • Effective way to promote activities to your whole congregation • Can be accessed at any time to get the latest information 	Contact your congregation's website and/or Facebook page administrator.
Congregation's email or eNewsletter	<ul style="list-style-type: none"> • Provides timely information • Gives you the ability to share more about your role as a volunteer and what Thrivent Financial can do/has done for your congregation 	Contact your congregation's newsletter/eNewsletter editor.
Personal email	<ul style="list-style-type: none"> • Send targeted messages to Thrivent Financial members in your congregation 	Refer to important privacy guidelines in CHIP before using Thrivent Financial member listing for your congregation.

Communicating with Thrivent Financial members only

Tool	Best Use	Help
Chapter Mail Service (cost to chapter)	<ul style="list-style-type: none"> • Promote upcoming dates and activities within your congregation • Chapter board pays for mailings sent U.S. Mail, so be aware this involves chapter operating funds cost 	Contact a member of your chapter leadership board for details and availability.
<p>Can use other tools referenced above:</p> <ul style="list-style-type: none"> • Chapter website • Congregation's website/Facebook page • Personal email/congregation's email, eNewsletter • Bulletin insert/flyer • Calling tree/personal ask • Local newspaper/ television/radio • Find Events & Workshops tool on Thrivent.com 		