

# Communications Director

Understanding your role

Your role as a communications director is to support service teams and the chapter as they communicate with the public about activities being conducted through Care Abounds in Communities® program.

In addition, the communications director assists the vice president as a legislative contact for the chapter.

## What will the communications director do?

- Develop and distribute communications to service teams and members.
- Assist the vice president as legislative contact for the chapter.
- Invite elected officials to attend chapter activities and events, especially those that are highly visible.
- Act as liaison with the Operations Center in Appleton, the Financial Representative and the Community Engagement Team (CET).
- Develop and distribute Thrivent Financial press releases to local media about service team activities.
- Develop contacts and keep a record of local journalists and other media (i.e., TV, radio, newspaper journalists, reporters, etc.).
- Be prepared to be interviewed for local media and serve as a liaison to service teams if they receive interview requests.
- Support service teams in promoting their activities to encourage member and community engagement.
- Use the Chapter Mailing Service and Chapter Website to communicate with members.

## Review privacy policy at a chapter meeting

You will want to become familiar with Thrivent Financial’s privacy policy and the impacts of privacy on chapters, activity payees and recipients.

It is important to respect all privacy issues when receiving activity requests, working with member lists and disclosing recipient information.

The privacy policy is available in CHIP (see right)— search on “privacy.”



Please share this policy with other chapter leaders at your next chapter board meeting.

## Stay Informed

**Chapter Leader News** is the official information source for chapter leaders. Available on the [For Chapter Leaders](#) page of Thrivent.com, it includes valuable up-to-date information.

For additional resources, visit

**Ask CHIP! Chapter Information Place** at [www.thrivent.com](http://www.thrivent.com)  
> Thrivent Community  
> Chapters > Volunteer Leader Resources.



For great information, tips, tool and other resources about publicity, go to the Volunteer Resources page on [www.thrivent.com](http://www.thrivent.com).

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## Develop a communications plan

Along with the help of the chapter leadership board, you will want to scope out key activities to highlight within the next six months. Once these activities are identified, you can begin developing a communications plan that includes:

- Pre- and post- event news releases for each activity. Refer to the Online Resources section on p. 2 of this guide for information to news release templates.
- Determine if the activity will provide photo opportunities. Refer to the Visibility Toolkit for information.
- Determine if the activity would be of interest to local legislators. See CHIP for more information and tips on involving legislators.

## Publicity

The best planned activity can only be a success if people are aware of it. That means getting the word out about your activity before, during and after. The **Visibility Toolkit**, found online at [www.thrivent.com](http://www.thrivent.com) > Thrivent Community > Chapters, will help you successfully generating awareness of your activities.

## Chapter Leadership Administration

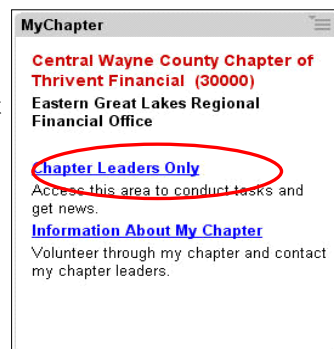
To access Chapter Leadership Administration, go to [www.thrivent.com](http://www.thrivent.com) in the MyThrivent tab. Type your **User ID** and **Password** in the blue box on the upper right and click **Log In**. *Note: If you're visiting Chapter Leadership Administration for the first time, click "Register" to get a User ID and Password.*

In the **MyChapter** box, click **Chapter Leaders Only**. This takes you directly to the Chapter Leadership Administration Menu.

Alternately, the Administration Menu can be accessed via [www.thrivent.com](http://www.thrivent.com) > Thrivent Community > Chapters > Volunteer Resources > For Chapter Leaders.

Some of the tasks you might do from this area include:

- View/print reports and listings.
- Order chapter supplies.
- Create and manage chapter mailings.
- View activities and program funds available.
- Request activity funding and report results for Care program activities.
- Enter/update elected and appointed chapter leaders or congregational volunteers.
- Report locally supported activity results, including chapter board meetings.
- View Community Service Team members.



## Internet security

Protecting member information is a responsibility that Thrivent Financial for Lutherans takes very seriously. Our security ensures that only the people with the appropriate authorization receive access to certain information. Through a registration process, members establish a user ID and password needed to enter certain areas of the website.

Your User ID and password identify you as a member and chapter leader and give you access to Chapter Leadership Administration. The password is created online and used immediately.

## Online resources—Chapter Supplies

To help communicate your chapter's activities, a variety of tools are available from [www.thrivent.com](http://www.thrivent.com). From the Chapter Leadership Administration menu, click on **Order Chapter Supplies**.

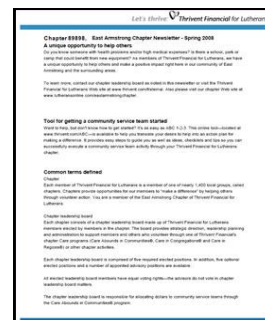
1. In the folders, you will find items such as newspaper ads and templates for news releases including Care program announcements and activity results, bulletin inserts, posters, personal imprint items and election supplies.
2. In the "Gen Chptr Ldr/Congr Advocate" folder you will find items such as:
  - Permission to Disclose Information (21156) forms. These forms provide Thrivent Financial permission to use, disclose and publish the recipient's name and other pertinent information for the purposes of conducting and communicating the results of a fund-raising activity for the recipient.
  - Fraternal Communications *Members in Action* Information Release Form (14064). This gives permission to publish pictures and information about an activity. If there are identifiable people in the photograph, especially children, please get their written permission or the permission of the parent/guardian.

## Chapter Mailing Service—newsletters and postcards

Through the Chapter Mailing Service, chapters can send mailings to chapter members and to congregational advocates. Chapters provide the content, and the corporate office prints, addresses and mails it.

The mailings are designed to help you inform and engage members in chapter activities. The Mailing Service is located in the Chapter Leadership Administration Menu. Under Mailings, click on **Manage Chapter Newsletters**.

Before using the service, it's recommended to review guidelines and important information in the **Guidelines/Examples/Suggestions**. The **Step-by-Step Guide** is also available there to walk you through creating a mailing.



**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](mailto:fraternal@thrivent.com) any time of the day.