

## Member Social Activities Idea Starters and Best Practices

Member social activities bring Thrivent Financial members and their personal guests together for the purpose of strengthening relationships among members. This document lists ideas and examples collected from Thrivent chapters and others who have been successful in attracting and involving more members through these activities. Remember, service teams of at least six Thrivent Financial members from different households need to actively plan, conduct and promote member social activities.

See the [Chapter Activity Types comparison chart](#) and the [Member Social Activity Planning Checklist](#) for more details about member social activities. The checklist also includes questions to consider as you choose an activity that will provide a great member experience.

**Reminders:** Chapter operating funds and Care Abounds in Communities® program funds can be used to support member social activities **except** for those that have a substantial purpose of promoting sales of products and services, including Thrivent Financial products and services. Invitees for member social activities supported with Thrivent Financial funds must be **Thrivent Financial members only and their personal guests**. They cannot be chosen based on their past or desired future Thrivent Financial product purchases.

**Important note:** The predominant use of Care Abounds in Communities program funds must be for charitable activities (fundraisers and service projects). Chapters are encouraged to use operating funds first for member social activities.

Activity Idea / Description	Tips / Examples
<p><b>Member Social - Fellowship Activities</b></p> <p>One of the best ways to bring members together for fun and fellowship is to host an activity where members and their personal guests get to experience and connect with Thrivent Financial in new and different ways.</p> <p><b>Member Social - Fellowship Activities</b> (continued)</p>	<p><b>Tips:</b></p> <ul style="list-style-type: none"> <li>○ Consider incorporating a theme for the activity.</li> <li>○ Consider involving multiple chapters in larger activities to help with the costs and increase impact.</li> </ul> <p><b>Examples of successful member social chapter activities:</b></p> <ul style="list-style-type: none"> <li>○ Thrivent Financial for Lutherans Wild about our Members activity held at a local zoo or animal park</li> <li>○ Thrivent Financial for Lutherans Members Splash Day activity held at a local aquarium or water park</li> <li>○ Thrivent Financial for Lutherans Digs Members meal held at a local cave</li> <li>○ Thrivent Financial for Lutherans Dinner and a Movie (or show) held at a local community venue</li> <li>○ Thrivent Financial for Lutherans Members Step Back in Time held at local historical sites</li> <li>○ Thrivent Financial for Lutherans Oktoberfest or Thrivent Financial Day at the State Fair</li> <li>○ Thrivent Financial for Lutherans Day at a theme park</li> <li>○ Thrivent Financial for Lutherans Night at the Orchestra</li> </ul> <p style="text-align: center;"><i>(continued on next page)</i></p> <ul style="list-style-type: none"> <li>○ Thrivent Financial for Lutherans Christmas Concert</li> <li>○ Lutheran Camp Fall Festival held at a local camp</li> </ul>

	<ul style="list-style-type: none"> <li>○ Mini Cruises – three-hour cruises with refreshments aboard a boat or ship</li> <li>○ Thrivent Financial for Lutherans picnic, barbeque, fish boil, pig roast, crab fest, etc. Local favorite “food bash” can be featured. Fun, food and fellowship are the goals of the day.</li> <li>○ "50's" concert held at a historic theatre or local historic building</li> </ul>
<p><b>Sports Team Outing</b></p> <p>Who doesn't like a baseball, basketball, football or hockey game?</p> <p>Consider hosting an activity with your local sports team that Thrivent Financial members and their personal guests will enjoy.</p> <p>These activities combine great entertainment, food, an opportunity to bring visibility to Thrivent Financial and your chapter, and a chance to highlight what your chapter does.</p> <p>Pregame activities, game and post-game activities can raise great awareness.</p>	<p><b>Tips:</b> Here are a few best practices for a smooth event:</p> <ul style="list-style-type: none"> <li>○ Contact the local team's marketing person as he or she will have information about packaged deals for promotions, ticket sales and special days that you can incorporate into your plans.</li> <li>○ Set up a planning meeting with the organization to discuss the following: <ul style="list-style-type: none"> <li>- The team's policy for cancelled games, etc.</li> <li>- Dates and rain dates that are available.</li> <li>- Who Thrivent Financial is and what you want to accomplish.</li> <li>- Opportunities for a pregame gathering, such as tailgating with food, in a designated area.</li> <li>- Any special stadium activities that your chapter and members can take part in.</li> <li>- If the team has a charitable focus where they may offer a discount on tickets and promote the activity with you through their existing media contacts.</li> <li>- Opportunities for involvement at the game such as a youth choir to sing the National Anthem or a special guest to throw out the first pitch or drop the first puck.</li> <li>- Opportunities to have the Thrivent Financial for Lutherans group promoted on scoreboard or stadium signage.</li> </ul> </li> </ul> <p><b>Additional questions to consider:</b></p> <ul style="list-style-type: none"> <li>▪ Who will serve as host at the game and any pre/post activities? Consider asking a Thrivent Financial representative(s) to host the tailgate party.</li> <li>▪ Who will take care of ticket sales?</li> <li>▪ To promote attendance and engage more members, consider having one large event involving other chapters, if geography permits and the location of event can hold a large number of people.</li> </ul>
<b>Activity Idea / Description</b>	<b>Tips / Examples</b>

<p><b>Coffee, Conversation and Cheesecake Social Hour</b></p> <p>A variation to the normal version of coffee hours – Coffee, Conversation and Cheesecake Social Hours are a great way for chapters to bring Thrivent Financial members together for social fellowship in each congregation within the chapter.</p>	<p><b>Tips:</b></p> <ul style="list-style-type: none"> <li>○ Chapter funds are used to purchase packages of bite-size cheesecake pieces and coffee.</li> <li>○ The purpose of these coffee hours can provide a way for socialization among Thrivent Financial members and their guests.</li> <li>○ Set up a table highlighting your chapter's activities and provide a sign-up sheet for upcoming events.</li> </ul>
<p><b>Antiques Road Show – chapter style</b></p> <p>Plan an evening of fellowship, food and entertainment around the world of antiques.</p>	<p><b>Tips:</b></p> <ul style="list-style-type: none"> <li>○ You can offer refreshments or a light dinner and create your own version of an Antiques Road Show.</li> <li>○ Work with an estate liquidation company and/or an antique dealer, who can lead the group through the world of antiques and collectibles by describing how to recognize valuable prized possessions.</li> <li>○ An extra plus – check to see if there is the opportunity for those attending to bring in items for appraisal.</li> </ul> <p><b>Example:</b> The Texas Region held an activity based on the television show "Antique Roadshow." They held an evening of fellowship, food and entertainment for Thrivent Financial members and their personal guests at a local country club.</p>