

Communications Director

Role-Specific Training

Welcome

- Thank you for becoming a member of your chapter's leadership board.
- Recording, Thrivent.com, and other board members, past and present, are good resources.
- Ask, research and be open to learning new ways.

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Getting started

- Find out who chapter leaders are and best way to contact them.
- Talk with outgoing Communications Director or another experienced board member.
 - How were communications handled in the past?
 - What's expected in the future?
 - Recruit members for a communications team?
 - Get a feel for chapter's activity level.

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How do you get the word out?

- First determine who to communicate to, then the "how."
- Audiences:
 - Chapter board
 - Chapter members
 - Congregation
 - Community

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How do you get the word out?

- Targeted audience
 - Email
 - Chapter Member Listing updated weekly
 - Review *Chapter Mailing Member Preference* column

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How do you get the word out?

- Chapter members
 - Chapter newsletters
 - Postcards
 - Chapter website
 - Scrapbook

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How do you get the word out?

- Community
 - Posters/fliers
 - Scrapbooks/display boards
 - Media release
 - Word of mouth

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How do you get the word out?

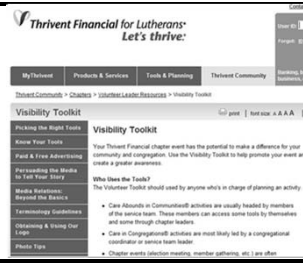
- Congregations
 - Work with Congregational Advocate on:
 - Congregation newsletters
 - Bulletin inserts
 - Posters/fliers
 - Temple Talks

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How do you get the word out?

- Check out the Visibility Toolkit on Thrivent.com for details.



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Knowing what to communicate

- Regularly attend chapter meetings.
- Review meeting minutes if unable to attend.
- Quick chat with a board member who did attend to find out details.

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Knowing what to communicate

- Make sure FR assigned to the chapter also stays updated.
 - Short, monthly touch-base meetings with minutes as talking points.
 - Records director could send the meeting minutes to the FR.
 - Work with the records director to determine strategy.

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Knowing what to communicate

- Get on chapter board meeting agendas.
 - Report to board what you're doing.
 - Get ideas and contacts from them.
- Promote chapter as legislative contact.
 - Work with vice president.
 - Invite local, state and federal elected officials to chapter events.
 - See CHIP for details.

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Your unique contributions

- Responsible for getting the word out about your chapter.
- Stay in tune with your community and their needs.
 - Fundraising opportunity?
 - Workshop opportunity?
- Other board members can help.
 - Bounce ideas off.
 - Review communications.

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Tools and resources

- Chapter Information Place (CHIP).
 - Thrivent.com > Thrivent Community > CHIP.
- Documents describe your role.
 - Role description.
 - Understanding Your Role.


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Tools and resources

- Chapter mailing service information.
 - Templates.
 - Cost information.
 - How to get started.
- Visibility Toolkit.

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Tools and resources

- Lutherans Online.
 - Updating or editing your chapter's website.
 - Step-by-step instructions.
 - Keep your site current, accurate, relevant.

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Tools and resources

- List of important dates.
 - Found in CHIP.
 - Review upcoming dates and give a quick rundown at chapter leadership board meetings.
 - Print copies at the beginning of the year and hand them out.
- Compile list of church leaders, institutions and other communications directors.

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What to focus on first

- Get to know other chapter leaders, especially the records director.
- Find out more about the activity level of the chapter.
- Check out CHIP and the Visibility Toolkit.

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Closing

- Topics for board discussion:
 - Background on Thrivent Financial and the chapter system.
 - Listen to the audio recording.
 - Read more at Thrivent.com.
 - Gaining access to and using the chapter online system.
 - Web is key. Find a way to access it.
 - Need help getting set up? Contact the Member Connection Center at **800-847-4836** (800-THRIVENT) and say 'fraternal.'

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Closing

- Care Abounds in Communities®
 - Board's primary role is to distribute these funds.
 - Learn about process:
 - Online.
 - In CHIP.
 - From a veteran at one of your board meetings.

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Closing

- Follow Thrivent Financial's privacy policy and practices.
 - Care program funding recipients must complete "Permission to Disclose Information" form.
 - Adult recipient version.
 - Parent/Guardian version.
 - Found in CHIP.
 - Provides Thrivent Financial with permission to use, disclose and publish recipient's name and other pertinent information about recipient to plan, conduct, advertise and communicate results of fundraising activity for recipient's benefit.
 - If qualified nonprofit organization is recipient, form doesn't need to be signed unless person's name or likeness published.
 - Could be employee or volunteer of nonprofit organization.

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Closing

- Learning about RFO programs and focus.
 - Visit RFO website to find information about events, etc.
 - They can post information for you.
- Bringing it all together as part of the chapter system of Thrivent Financial.
 - Help your chapter run smoothly:
 - Tap into knowledge of past leaders and Community Engagement Team.
 - Read emails and mailings from the corporate office.

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Closing

- Ambassador for Thrivent Financial
 - Tell about your experiences and why you chose to volunteer.
 - Prework:
 - Pull together your thoughts in an "elevator speech."

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Closing

- Get more members involved.
 - Friends, church members, new acquaintances.
 - Help service teams get more members involved.
 - Plan activities with financial representatives.
 - Provide venues for financial representatives to meet people.
 - People learn about Thrivent Financial.

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Closing

- You make an impact.
 - Today is focused on paperwork and processes, but there's more.
 - Chapter is like a foundation.
 - Reflect on what you've done and whom you've helped.
 - Share your thoughts and feelings with members and nonmembers.
 - Your enthusiasm will be contagious.