

## **Congregational Advocate**

Role-Specific Training

## **Welcome**

- Thank you for becoming a congregational advocate.
- Recording, Thrivent.com, director of congregational advocates and other congregational advocates are good resources.
- Don't be afraid to ask questions.

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## **Getting started**

- Connect congregation to Thrivent Financial.
- Develop good understanding of congregation's needs.
- Identify resources and tools offered by Thrivent Financial.

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## **Getting started**

- Get to know congregation.
- Build relationships with:
  - Thrivent Financial members in congregation.
  - Congregational leaders.
  - Congregation's Thrivent Financial representative.

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### Role specifics

- Congregational advocate role is not:
  - Sales role.
  - Distributor of funding.
  - An administrative lead.
- Visionary volunteer leader focused on congregation **and** Thrivent Financial.

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### Role specifics

- Partner with:
  - Director of congregational advocates.
  - Congregation's Thrivent Financial representative.
  - Community engagement team.
  - Other chapter leaders.

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### Role specifics

- In-depth training, ongoing coaching, periodic check-ins from director of congregational advocates.
- Connect with other congregational advocates.

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### Role specifics

- Meet with congregational leaders and Thrivent Financial representative periodically.
- Set up meetings for the year.

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### Role specifics

- Hold seminar relevant to your congregation and others in the chapter.
- Social event to bring congregations together.

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### Role specifics

- Develop knowledge of Thrivent Financial's programs and services.
- Resources used to evaluate congregation's needs are tools to learn about programs and services available.

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### Role specifics

- Host a Thrivent Choice<sup>SM</sup> Q&A session.
- Care Abounds in Communities boot camp.

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### Role specifics

- Find something congregation and you are passionate about.
- Poor fit = low attendance, poor results.
- Good fit = word spreads quickly, positive results.

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## Your unique contribution

- Positive impact on congregation and community.

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## Tools and resources

- Found on Volunteer Leader Resources > For Congregational Advocates page of Thrivent.com.
  - Understanding Your Role as a Congregational Advocate.
  - Getting Started as a New Congregational Advocate.
  - How to Register on Thrivent.com.
  - How to Access Congregational Volunteer Administration.
  - How to Order Supplies Step-by-step.
  - Online Resources for Congregational Advocates.
  - Congregational Advocate Introduction Letter – Customize this letter and send it to new members of your congregation.

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## Tools and resources

- Director of congregational advocates.
- Other congregational advocates.
- Congregational Advocate newsletter.
- Member Connection Center
  - Call **800-847-4836** (800-THRIVENT) and say 'fraternal' Monday through Friday from 7 a.m. to 9 p.m., Central time.
  - Email [fraternal@thrivent.com](mailto:fraternal@thrivent.com).

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## What to focus on first

- Build relationships.
- Learn congregation's major initiatives and needs.
- Review resources and tools.
- Learn about Thrivent Financial programs and services.

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## Where do I go from here?

- Discuss background on Thrivent Financial and the chapter system.
  - Listen to the audio recording.
  - Read more at Thrivent.com.

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## Where do I go from here?

- Follow Thrivent Financial's privacy policy and practices.

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## You're an ambassador

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

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## Get more members involved

- Friends, church members, new acquaintances.
- Help service teams get more members involved.
- Plan activities with financial representatives.
- Chance to discuss volunteer opportunities with others.

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## **You make an impact**

- Today focused on processes, but there's more.
- Reflect on what you've done and who you've helped.
- Share your thoughts and feelings with members and nonmembers.
- Your enthusiasm will be contagious.