



THRIVENT
FINANCIAL®

Connecting faith & finances for good.®

THRIVENT CHOICE®
BEST PRACTICES



STRATEGIES TO HELP MAXIMIZE YOUR IMPACT

Whether your organization is a church, camp, education institution or other nonprofit, you depend on donor generosity to boost your bottom line. It's likely that many of your current and potential donors are—or could become—Thrivent members. And this is where Thrivent Choice comes in.

Easy to give and receive

Thrivent Choice—our member-advised charitable grant program—makes it easy to for eligible Thrivent members to show support for your organization. How? By giving Thrivent members the power to recommend where to direct some of our charitable funds, using a vehicle called Choice Dollars®. Your Thrivent members can direct Choice Dollars to your organization.

However, eligible Thrivent members may not know they have Choice Dollars to direct. They also may not know your organization is enrolled in the Thrivent Choice program and eligible to receive grant funding. Furthermore, they may not realize how even a small Choice Dollars direction can add up to make a powerful impact.

And this is where we can lend a hand by sharing our best practices.

Share your stories!

Let your members and the community you serve know how your organization has benefited from Choice Dollars grant funding.

Share the total dollar amount you have received, how the funds have been used, and how you intend to use future grant funds.

Include this information in all of your editorial and promotional content to help inspire generosity—especially during key giving times, like Thanksgiving, year-end and during annual donor drives.

HELP SPREAD THE WORD!

Some of our most successful Thrivent Choice recipient organizations have shared strategies and tactics they have used to encourage Choice Dollars directions from their donors who are Thrivent members. Here are some of their recommendations:

1. Dig in; do the groundwork.

- Designate a staff person or volunteer to promote your charitable giving programs, including Thrivent Choice, and identify others as backup resources.
- Create a donor database to identify current and prospective donors and flag those who are Thrivent members. Be sure to keep the database current by periodically “scrubbing” it.
- Use online and/or wall-mounted calendars to schedule and track planned solicitations and giving campaigns throughout the year. Clearly share these dates with your colleagues and staff so they can help spread the word during key fundraising campaigns.

2. Take advantage of our free, customizable promotional materials!

Simply visit Thrivent.com/thriventchoice and scroll down to the “Promote Thrivent Choice in Your Community” section. From there, you’ll see a collection of preapproved materials that can be used to promote Thrivent Choice and the Choice Dollars® program.

They’re free for you to download, customize and use, and include:

- Newsletters articles.
- Website banner ads.
- Website content.
- Posters, brochures, flyers and bulletin inserts.
- Appeal letters.
- Outbound call scripts.
- Social media posts.
- Customized thank-you cards and letters.

3. Connect and engage!

- Call or email donors who are Thrivent members early in your fiscal calendar year or on the anniversary of their last gift to remind them to take advantage of directing Choice Dollars to your organization.
- Remind donors and staff about time-sensitive giving campaigns during casual conversations so they can participate or be ambassadors and help you get the word out and encourage participation.
- Display posters and flyers in high-traffic areas, like break rooms, fellowship halls and office areas.
- Always include flyers, inserts, buckslips and postscript (P.S.) messages in all outgoing mailings during your campaign. If your organization is a school, send flyers, inserts or letters home with students.
- If you're a church or affiliated with one, include inserts in church bulletins and provide your pastor with messages to deliver from the pulpit.
- Promote initiatives at events where Thrivent members may be present, like Habitat for Humanity get-togethers, college alumni and other Christian gatherings. Seek out opportunities to partner with like-minded organizations.
- Be sure to reinforce print and electronic appeal programs with outbound phone calls using scripts you developed.

4. Don't forget to follow up.

- Always send personalized thank-you notes upon receipt of direction notifications.
- Whenever possible, personally call donors to thank them and to ask how you can better serve them. Make them feel important. They are!



Still have questions?

Meet with a Thrivent representative or community engagement team member in your area to discuss additional promotional opportunities, including partnerships. Or, if you're not sure where to start, call us at **800-847-4836** and speak to a Customer Care professional.



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