

Congregations and Organizations Here's how Thrivent Choice can benefit you!

- Provides a new way to reach and grow your donor base, and increase funding.
- Is easy for you to administer.
- Provides you with monthly electronic contributions from Thrivent Financial as Thrivent Financial members direct Choice Dollars to your organization.
- Includes your organization in an online catalog where you will receive greater visibility among potential donors.
- Offers the support of Thrivent Financial representatives, volunteers and resources to help Thrivent Choice work for your organization.

Take advantage of Thrivent Choice

If your organization is not an enrolled recipient in Thrivent ChoiceSM, visit Thrivent.com/choice to enroll. You can also review the tools and resources to promote your organization to Thrivent Financial members who may be eligible to direct Choice DollarsSM.

Thrivent Financial for Lutherans' Mission

Thrivent Financial for Lutherans is a faith-based membership organization called to improve the quality of life of its members, their families, and their communities by providing unparalleled solutions that focus on financial security, wellness and caring for others.

Directing Choice DollarsSM, participating in Voting Events and receiving Choice Dollars grant funds are subject to the Terms and Conditions of the Thrivent ChoiceSM program. See Terms and Conditions at Thrivent.com/choice.



Appleton, Wisconsin • Minneapolis, Minnesota
Thrivent.com • 800-THRIVENT (800-847-4836)

 **Thrivent Financial for Lutherans[®]**
Let's thrive.[®]



Thrivent ChoiceSM
An easy way to help support
what matters most to you

Touch lives, warm hearts, your way

Giving back has always been important to our members. In 2009 alone, Thrivent Financial for Lutherans provided \$113 million to help congregations, communities and nonprofit organizations.

As a member, your ownership of Thrivent Financial products and services helps create the money that makes this support possible.

Through the Thrivent ChoiceSM program, you can help direct where Thrivent Financial distributes part of its charitable outreach funds each year.

There are two ways eligible members can take advantage of this charitable grant program and benefit of membership:

- **Participating in Voting Events**
- **Directing Choice DollarsSM**



Voting Events

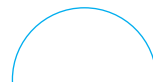
Make a difference in just a few minutes

Voting Events are a quick, easy way to help direct Thrivent Financial charitable funds—and make a difference where it matters most to you.

All Thrivent Financial benefit and associate members 16 and older can vote to help choose where Thrivent Financial distributes \$1 million or more among a short list of selected national organizations.

- Voting Events are held one or two times a year.
- Votes can be cast online at **Thrivent.com/choice** or by calling **800-THRIVENT (800-847-4836)**.

Thrivent Financial charitable funds from Voting Events are distributed to the organizations based on the percentage of total votes they receive.



Choice DollarsSM

Help Lutheran organizations near and dear to you

Eligible benefit members 16 and older can help direct Thrivent Financial charitable funds through Choice Dollars.

Choose from thousands of Lutheran organizations

By directing designated Choice Dollars, you can request funding for Lutheran camps, schools, seminaries, campus ministries—even your local congregation.

Member eligibility and designated Choice Dollars are based on:

- Holding a Thrivent Financial volunteer leadership position.
- Annual premiums of qualifying insurance products.
- Contract value on qualifying products.

Potential designated Choice Dollar amounts range from \$25 to \$500 for eligible members.

For more information about Voting Events and Choice DollarsSM:

- Visit **Thrivent.com/choice**.
- Call **800-847-4836**.
- Or contact your local Thrivent Financial representative.