



## Thrivent Financial for Lutherans®

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Shepherd Of The Sea Lutheran Church  
PO Box 1750  
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Dear friends working in Lutheran organizations and congregations:

I'm writing to tell you about a new program that can result in charitable gifts to your organization or congregation. Gifts that can help contribute to your important ministry.

Giving back is important to us at Thrivent Financial for Lutherans because it's important to our members. That's why we're introducing a new program this year that will allow our members to help choose where Thrivent Financial for Lutherans gives back. The program is called **Thrivent Choice**, and we want to make sure you know how your organization can participate.

Thrivent Choice is a charitable giving program in which Thrivent Financial members provide direction on how charitable funds should be spent. Thrivent Choice program details are still being finalized, but let me give you a brief preview of the two main elements of the program:

- **Voting: All benefit and associate members** (age 16+) will have an opportunity to vote on how to direct charitable funding among a short list of national charities, one to two times a year.
- **Choice Dollars: Eligible Thrivent Financial benefit members** (age 16+) will be able to direct dollars to thousands of Lutheran nonprofit organizations including Lutheran congregations. For members who qualify for "Choice Dollars," one of their choices could be directing\* some of Thrivent Financial's charitable funds to *your* organization.
  - Approximately 30% of Thrivent Financial benefit members will be able to direct Choice Dollars to thousands of Lutheran nonprofit organizations and congregations enrolled in the program.
  - Eligibility to direct Choice Dollars is based on a member's involvement in Thrivent Financial – via their ownership of certain products and Thrivent Financial volunteer leadership.
  - Approximately 80% of those eligible for Choice Dollars will be able to direct between \$25 and \$100 a year, while some may direct as much as \$500.
  - Thrivent Choice will be simple and easy for you to administer (no gift forms to collect and submit). And it will be easy for members to direct funds online or via a phone call.
  - You will have access to tools to help you promote the program to your donor base.

### **What do you need to do? Stay tuned for details on how to enroll in the program**

Has this letter piqued your interest? We hope so. In mid-February, we will be sending you a letter with complete details on how you can enroll your organization in the program to receive Choice Dollars grants. For organizations previously enrolled in GivingPlus, note you will need to re-enroll in the new Thrivent Choice program. We encourage you to wait for that letter to learn more, but if you feel you need more information in the meantime, you can visit [www.thrivent.com/ThriventChoiceInfo](http://www.thrivent.com/ThriventChoiceInfo) to sign up for monthly email updates or email us at mail@thrivent.com.

Lutheran organizations are important to us at Thrivent Financial because they're important to our members. We hope you will consider enrolling in the program.

Sincerely,

Lori Goudreau  
Thrivent Choice Institution Marketing Lead