

April Thrivent ChoiceSM Information Update

Touch Lives, Warm Hearts, Your Way

Welcome to your April update, featuring timely information as Thrivent Choice prepares for a Voting Event beginning on April 19 and the launch of Choice DollarsSM during the summer of 2010. This is the sixth issue in a series of monthly emails, all available online.

What is Thrivent Choice?

Thrivent Choice is a new program that lets members help choose where Thrivent Financial gives back. The program will get more members involved in helping determine how Thrivent Financial distributes its charitable funds. Thrivent Choice also supports Lutheran organizations and congregations that are important to our members.

Thrivent Choice VotingSM Launches April 19

It's quick. It's easy. And it can make a big difference. On April 19, Thrivent Choice launches with our first Voting Event. Members across the country get to help choose where Thrivent Financial for Lutherans gives back by choosing their favorite charity among 10 nationwide organizations. The Voting Event will be featured in the Spring issue of Thrivent[®] magazine as well as online at Thrivent.com/choicevote.

Thrivent Financial will proportionally distribute \$1 million among the participating charities, based on the percentage of votes received. If you're a member, we want to hear from you – vote for the cause you care about most! If more than 350,000 members vote (15% of membership), Thrivent Financial will double the contribution and distribute a bonus \$1 million to these national organizations.

Voting Event Highlights

For the spring 2010 Voting Event, the 10 Lutheran and non-Lutheran charities were pre-selected by Thrivent Financial, based on input from Lutheran church bodies and members. For each subsequent event, a short-list of organizations will be selected by Thrivent chapters, based on input from Lutheran church bodies and members.

Questions?

If you have questions or would like to offer feedback about Thrivent Choice, contact us at 800-THRIVENT (800-847-4836) and at the prompt, say "Fraternal Service Center." You also can send an email to mail@thrivent.com. While we may not have immediate answers to all your questions, logging topics important to you will help keep our list of frequently asked questions up to date.

The choices for the April Voting Event are:

ELCA World Hunger
LCMS World Mission
LCMS World Relief and Human Care
Lutheran Disaster Response
Lutheran Malaria Initiative
WELS Committee on Relief
WELS Humanitarian Aid Committee
American Heart Association
Feed My Starving Children
Habitat for Humanity
Thrivent Financial Should Select – If a member can't decide, Thrivent Financial will distribute the funds between the 10 participating organizations.

How to Vote

Associate and benefit members (age 16+) can vote in one of two ways between April 19 to May 21:

Vote online at Thrivent.com/choicevote.
Return the business reply card in the Spring issue of Thrivent[®] magazine. (The business reply card will allow all members in the household to vote via one card.)

Stay Tuned

The Choice Dollars part of Thrivent Choice launches this summer. Your May Thrivent Choice Information Update will include more details about the Choice Dollars part of the Thrivent Choice program, which will allow eligible members to help Thrivent Financial distribute charitable funds to thousands of Lutheran organizations, including local congregations.

Note: Directing Choice Dollars and voting in Voting Events are subject to the Terms and Conditions of the Thrivent Choice Program.

Organizations & Congregations May Still Apply to Enroll

If your organization or congregation missed the March 31 deadline, you can still apply for enrollment for Choice DollarsSM funding. Those applying late may not be in the catalog when the program launches, but they will be added as soon as possible. Apply Online.

To apply for enrollment, you will need to know your organization's unique ID, which can be found in the letter the organization received from Thrivent Financial. You will also want to have your congregation's Federal Tax ID number and bank information for the account where funds are to be deposited in front of you. You may also call 800-THRIVENT (800-847-4836) for assistance.