

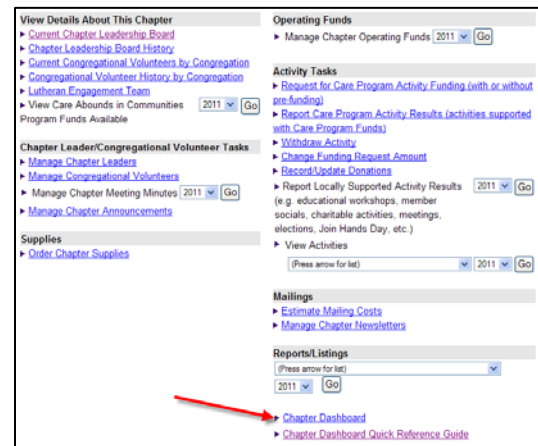
2011 Chapters of Excellence Program

As an organization, our core purpose is to help more families live financially secure and generous lives. Chapters play a critical role in carrying out that purpose, whether through educating members about how to be financially secure and prepared, helping members be generous by supporting members' volunteer efforts, or simply bringing members together for fun and community-building.

Here are some suggested steps to help your chapter become a 2011 Chapter of Excellence.

Access your Chapter Dashboard

- ❑ Log in to your **Chapter Leadership Administration Menu** from the [For Chapter Leaders](#) page on Thrivent.com.
- ❑ Click **Chapter Dashboard**, which is located under the Reports/Listings heading.
- ❑ Print a copy of your Dashboard and share with the entire chapter leadership board at each meeting.



Make plans to achieve 2011 goals

- ❑ Review the Chapters of Excellence key focus areas (see page 2 of this guide).
- ❑ Using your Chapter Dashboard, review your chapter's 2011 goals.
- ❑ Brainstorm ideas with your chapter board on how you can impact the goals for your chapter.
Tip: Use the ideas on page 2 of this guide to get started.
- ❑ Think about planning events that will engage more and different members.
- ❑ Use the Chapter Planning template ([Word, 184K](#)) | ([PDF, 104K](#)) to document your 2011 plans.
- ❑ Contact your Lutheran Engagement Team for additional ideas and support.

Track your progress

- ❑ Review your Chapter Dashboard at each chapter meeting to determine if your chapter is on track to achieve goals
- ❑ Make adjustments to your chapter plan based on progress made to-date.

Important Reminders / Tips

- Your Lutheran Engagement Team will be contacting you with more details on this program.
- Contact your financial representative to get ideas on how you can achieve your goals.
- Use the [Understanding Your Chapter Dashboard](#) quick reference guide to better understand how the dashboard works.
- Go to [Ask CHIP!](#) (the Chapter Information Place) for more details on the Chapters of Excellence program and the Chapter Dashboard.



2011 Chapters of Excellence Program (continued)

The Chapters of Excellence program recognizes chapters having an impact on security and generosity in the communities and congregations they serve. The 2011 program provides you with measurable goals in the following focus areas:

Focus Area	Why is This Important?	Measurement
Membership Growth	Our ultimate goal is to help more families be financially secure. The most tangible way to measure this is through growth in membership, ideally that's through full benefit membership. However, helping new members come to Thrivent through associate membership is important as well.	<ol style="list-style-type: none"> 1. To increase your number of benefit members by 1% over year-end 2010.* 2. To increase your number of associate members by 1% over year-end 2010. (Goal will not be less than 8 or more than 40).*
Member/Community Education and Involvement	Your chapter can have a meaningful impact on members and your community by providing education that leads to better financial choices, and connects members socially to a network of others with similar values of faith and finances.	<ol style="list-style-type: none"> 1. Four social and/or educational activities per chapter.
Societal Impact	This is a real strength of our chapters today, and it's a way we can help members live out their desire to be generous in their communities.	<ol style="list-style-type: none"> 1. Volunteer hours for Care Abounds in Communities® and Locally Supported activities.* 2. Dollars raised for Care Abounds in Communities® and Locally Supported activities.*

* Refer to your Chapter Dashboard for specific goals.

Questions? Contact your Lutheran Engagement Team, see CHIP (www.thrivent.com/chip) or contact the Member Connection Center at **800-THRIVENT** (800-847-4836) and say “fraternal” or email fraternal@thrivent.com.