

Guidelines to help you when building a chapter Web site:

Planning is a very important when developing your chapter website. Consider carefully the types of information you want to make available to your chapter members and make a list. Visit other chapter websites and your region's website to get ideas on what works well. Build one page at a time. As you do, you will become more comfortable with the tools available to you. And remember, you have lots of support—we'll help you along the way.

Please review the information on [CHIP](#) and at Lutherans Online before you get started—it will save you lot's of time.

Once you have reviewed this information and have a good idea about how you want to develop your site, you will probably have some questions. Following is the contact information for Lutherans Online and Fraternal Customer Service:

Lutherans Online Help Desk

866-201-1522
Monday – Friday from 9 a.m. to 5 p.m.(Central time)
[Contact Form](#)
lohhelp@thrivent.com

For CHIP disclosure form requirements or fraternal program specifics

Fraternal Customer Service Center: 800-236-3736, ext. 5909.
Monday and Tuesday from 7 a.m. to 9 p.m. (Central time)
Wednesday - Friday from 7 a.m. to 6 p.m.
fraternal@thrivent.com

Please refer to “**Websites for Chapters**” on [CHIP](#) for information on the following topics:

- [Benefits of chapter websites.](#)
- [Why chapter websites must be on Lutherans Online.](#)
- [Finding your chapter website.](#)
- [Selecting a primary administrator.](#)
- [Selecting a contact person.](#)
- [Adding/removing administrative privileges.](#)
- [Website content/design tips.](#)
- [Removing outdated chapter mailings.](#)
- [Adding content feeds.](#)
- [Adding Chapter Leaders Display content feed.](#)
- [Developing online forms.](#)
- [Chat function.](#)
- [Promoting your chapter website.](#)
- [Getting help with technical questions and editing.](#)

The following “**Guidelines to help you when building a chapter website**” are available at [Lutherans Online](#)—you may want to bookmark this link for quick future reference:

- When posting information about activities, include the date and activity name. If you want to provide additional details about the event, including recipient information, refer to [CHIP](#) for more information. See "impact of privacy on activity payees and recipients" in the Chapter Basics section.
- You may use the Chat or Message Board area to conduct an online meeting. If you have questions as to requirements of meetings, see [CHIP](#).
- Do not alter the Thrivent Financial logo in any way. If the logo is altered, an email message will be sent to the contact person sharing that we replaced the altered logo with the proper corporate logo.
- Do not delete, shorten, add to or substitute any words in the Thrivent Financial for Lutherans name.

- Use Thrivent Financial for Lutherans in the first reference, and Thrivent Financial in the second and subsequent references.
- Do not use another name for your chapter other than your official chapter name. Do not use Chapter number. We want members to identify with their chapter based on where they live, e.g. Southeast Outagamie County Chapter versus Chapter Number 30080. Again, in these cases, an email message will be sent to the contact person.
- Do not create your own chapter logo.
- Do not use religious symbols or logos on your chapter website.

Appropriate information for your chapter website:

- Elected chapter leadership board introductions (role, a short biography, name, etc.). Receive their consent (verbal) before adding their names.
- Meeting announcements (chapter meetings, annual meetings, election meetings, etc.)
- Announcements promoting Thrivent Financial representative-led [workshops](#) being offered to educate chapter members. These workshops include:
 - Charitable Giving: How to Make a Difference by Giving Back
 - Economy and Investment Outlook Update® *
 - Economy and Markets Update®
 - Financial Independence. It is women's work.
 - FocusOn® series, including workshops about:
 - Asset Allocation
 - College Funding
 - Estate Conservation
 - Financial Management
 - Investment Fundamentals
 - Retirement
 - Retirement Plan Distribution
 - From Me to We: Working Together to Create Your Financial Future
 - How to Thrive in RetirementSM *
 - Intermission: Embracing Life Transitions and Planning for the Future
 - Keeping the Farm in the Family
 - My Legacy Matters: Living and Planning a Meaningful Legacy
 - My Life, My Plan: Creating a Life Plan Based on Your Values
 - More Than Money Matters®
 - Parents, Kids and Money Matters®
 - Parents, Teens and Money Matters®

*Requires special training and certification – presenters for these workshops must meet the special qualifications outlined for use. For all other workshops, see the [qualified presenters](#) section below.

- Chapter service team activities and how to participate or volunteer. Include the date, activity name and contact person (be sure the contact person has provided their permission prior to posting on the website). If you want to provide additional details about the activity, including recipient information, refer to [CHIP](#) for more information. See "impact of privacy on activity payees and recipients" in the Chapter Basics section.
- Information about the Thrivent Financial for Lutherans resources (e.g., Care Abounds in Communities® program) available to your chapter.
- Important dates, meetings, activities, etc.
- Photographs of chapter leaders or activities. When posting photographs of the Chapter Leadership Board, be sure to obtain verbal consent before posting. If you do post photos of leaders under the age of 18, you must have a signature of the parent on a consent form. This form can be found in Chapter Supplies. For other photos (activities), do not identify children's full names, address, telephone or location of where the photo was taken (e.g., Maplewood Elementary School). It's a good idea to inform individuals at activities that photos taken may be posted on the chapter website. A placard or poster can be displayed at the activity informing attendees of this information.

- Information about your chapter (i.e., congregations associated with your chapter, counties or zip codes). Indicate which congregations are in need of congregational coordinators.
- Asking for feedback about your website.
- Recognizing volunteers or sharing details about successful activities held.

Information that is not appropriate for your chapter website:

- Church activities or the activities of other organizations in which the chapter is not co-hosting or providing volunteers.
- Announcements that promote financial management workshops, Financial Representatives of Thrivent Financial for Lutherans, or other events or information that may lead to the sale of a financial product.
- Congregational Coordinator personal information (name, address, phone number, email address) because members should only have access to their own congregation information due to privacy regulations. However, it is OK to direct them to the Information [About My Chapter](#) section in the Members/Chapters area of [Thrivent.Com](#) for information on their congregational coordinators. Due to terminations and new appointments, keeping this information current would be a monumental task.
- Do not list recipients' information without permission to do so. Refer to [CHIP](#) for more information.
- Church or political content.
- Personal business or other advertisements.
- Church service content, sermons or Bible verses.

Why are chapters required to utilize Lutherans Online to create and host their website?

- It's free and there's 50M of web space for chapters to continue to expand and add to their websites.
- A template has been developed that is within legal and brand compliance guidelines.
- Assistance is available through the Lutherans Online Help Desk (see contact information above).
- Chapter sites will be within a community of other chapter websites and receive the same amount of exposure.
- Websites will have consistency.
- We will continue to add services and make improvements to the template and Lutherans Online interfaces and processes.
- Regional Financial Offices will have fraternal websites that provide appropriate linking to chapter or other sites within Lutherans Online.
- Lutherans Online has no outside advertisers. Websites built outside of Lutherans Online are at the mercy of the company and what they want to advertise. This means there could be pop-up advertisements or banner advertisements for goods or services that may be offensive to our members/prospects, volunteers and others.

Website to view as an example:

- www.lutheransonline.com/southeastoutagamiecountychapter

Websites built outside of Lutherans Online

Chapters are required to use chapter websites on Lutherans Online. If chapter sites are discovered outside of Lutherans Online, the chapter will be asked to authorize a transfer of the site to Thrivent Financial. This authorization is a result of compliance and trademark issues.