

# HELPING YOUR CHURCH FULFILL ITS MISSION



Awarded 7<sup>th</sup> year in a row

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# **TACTICAL ACTIONS TO UNCOVER UNKNOWN FUNDING SOURCES**

# BY THE NUMBERS



# LOOKING AT THE NUMBERS

## Perspective

- Lender
- Executive Pastor, Church Leader or Board
- Donor

## Interpretation

- Community economics
- Church demographics
- Donor demographics
- Sentiments or belief systems revealed

## Action steps

- Watch your trendline
- Create your own dashboard

# ACCORDING TO RICK WARREN

FOOD  
FOR  
Thought

*“How we manage our money is the acid test of our faith.”*  
*Rick Warren, Founder of Saddleback Church*

# WHAT CAN WE DO?



# STOP THE LEAKS

- “A penny saved is a penny earned.”
- Control processes
- New perspectives
- Refinance your long term debt



# DO YOU HAVE A WRITTEN DONOR MANAGEMENT PLAN?

Yes

No

I'm not  
sure



# LEVERAGE YOUR CURRENT DONOR BASE

- 6 Most important words in fundraising
- Appreciate publicly, but thank privately
- First-time donor process as part of your donor management
- Tell stories
- Express appreciation with information

# PLANNED GIVING

- Most wealth is in non-liquid form
- Long-term approach



# FROM THE EXPERTS

- Tactics that are working for you
- Most valuable idea you heard today
- Thoughts
- Questions
- Advice...



# OUR EXPERTISE. YOUR MISSION.

We look forward to working with your congregation in support of your growing ministry.

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# APPENDIX

## More about Thrivent

# THE THRIVENT WAY

## MEMBER COMMITMENT

### Our fraternal benefit society

As a fraternal benefit society, Thrivent is a membership organization of Christians where members are owners.

We envision a world where Christians are more confident, content and living their God-given callings in service to one another, their churches and their communities.

### Our beliefs

We are all on a lifelong journey to be wise with money and live generously.

- All we have is a gift from God.
- We are called to be wise stewards of these gifts.
- Generosity is an expression of faith.

### Our commitment to one another

We commit to help and guide one another along the way, plus invite others on the journey with us.

We will nurture relationships that encourage one another to live wise and generous lives; act with character and competence; and give mutual respect in the spirit of shared ownership.

# THRIVENT COMMUNITY SUPPORT

How we live on a  
mission

**18,959**

CHRISTIAN CHURCHES

received Thrivent Choice®  
grant funds, based on member input<sup>1</sup>



**143,000+**

people learned more about financial topics  
by attending THRIVENT WORKSHOPS<sup>1</sup>

MINISTRIES SERVED

**1,300+**

churches and ministries for a  
total investment of over \$900 million<sup>2</sup>



THRIVENT ACTION TEAMS:

**88,603**

MEMBERS led nearly  
125,000 volunteer teams to support causes  
they care about<sup>1</sup>

THRIVENT CHOICE:<sup>3</sup>

**203,209** MEMBERS  
PARTICIPATED

and 38,816 enrolled nonprofit organizations  
received \$49 million in grant funding<sup>1</sup>



**\$280 million**

IN TOTAL OUTREACH from  
Thrivent and our members to help  
churches and communities<sup>1</sup>



<sup>1</sup> As of Dec. 31, 2017

<sup>2</sup> As of June 30, 2018

<sup>3</sup> Funding for Thrivent's outreach comes from our tax exemption as a not-for-profit fraternal benefit society. Money we would otherwise pay in certain taxes instead goes to strengthen the communities, congregations and causes our members care about. Members are actively involved in deciding where the money goes locally.

# WHAT MAKES US UNIQUE

## **Purpose**

To support churches on their Wise With Money Journey

## **Mission**

To help Christian churches and institutions achieve their mission, grow their ministries, and meet their financial stewardship goals by offering highly competitive, fixed rate mortgages and exceptional ongoing service.

## **Vision**

Christians helping Christians. Thrivent member funds used to support churches and institutions seeking attractive financing.

As part of Thrivent, we will help Christian institutions and their members to be wise with money and live more generously.



# THRIVENT AFFILIATES

**Thrivent Financial** – Membership-owned, not-for-profit fraternal benefit society with over \$116 billion under management.

**Thrivent Student Resources**– Provides more than student loans, equipping students and families with strategies to finance higher education while minimizing debt.

**InFaith Community Foundation** – Serves donors to achieve charitable goals including legacy giving, endowment fund creation and management.

**Thrivent Investment Management, LLC** – Offers mutual funds and other investments.

**Thrivent Trust Company** – Offers professional fiduciary services, including Ronald Blue Trust and Newman Long Term Care.

**Thrivent Federal Credit Union** – Combines financial expertise with faith, family, stewardship and service.

**Thrivent Builds with Habitat for Humanity** – Helps create strength, stability and self-reliance through shelter.

**Thrivent Member Networks** – Help communities through volunteering, educational events and social activities.

# FINANCIAL STRENGTH

## Stable

Thrivent has been making loans to churches for more than 100 years  
~1300 churches  
+\$900 million

## Strong

For more than 20 consecutive years, A.M. Best has awarded us their highest rating for financial strength.

## Expertise

In 2017, Thrivent's assets under management surpassed \$136 billion. Products include life insurance, annuities, investments and financial guidance.

# YOUR COMPLETE SOLUTION

We look forward to working with your congregation in support of your growing ministry.



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800-984-9425

MORE THAN **100**  
YEARS OF SERVICE  
MORE THAN 2 MILLION MEMBERS

HIGHEST OF 16 RATINGS  
**A++**  
SUPERIOR  
A.M. BEST, MAY 2018