

January Thrivent Choice Information Update

Thank you for your interest in learning more about Thrivent Choice, a new program that lets members help choose where Thrivent Financial gives back.

This is the third issue in a series of monthly emails you have requested to receive that include timely information as Thrivent Choice prepares for a spring 2010 launch.

Thrivent Choice to launch this spring with a Voting Event

You've heard that the new Thrivent Choice program is coming this spring, but what's actually happening when?

- **April: Members can vote to benefit national charities**

Thrivent Choice will begin with a Voting Event in April. This voting opportunity will give members a voice in helping choose where Thrivent Financial directs a portion of its charitable funds. All benefit and associate members (age 16 and older) will be able to vote either online or by using a business reply card in the April issue of *Thrivent* magazine. All members need to do is pick their favorite organization listed, and make a few clicks on Thrivent.com or mail the card from the magazine. Thrivent Financial will proportionally distribute \$1 million among the participating charities, based on the votes received.

If more than 400,000 members submit a vote (15% of members) during this first Thrivent Choice Voting Event, Thrivent Financial will proportionally distribute a bonus \$1 million to the national charities!

Look for more information on the April Voting Event in a future issue of the Thrivent Choice Information Update, including a list of participating charities.

- **Summer: Choice Dollars launching**

Voting Events are just one element of the Thrivent Choice program. The other element is called Choice Dollars. Beginning this summer, about 30% of benefit members will be eligible to direct Choice Dollars to thousands of Lutheran nonprofit organizations, including Lutheran congregations. Eligibility for Choice Dollars is based on a benefit member's involvement in Thrivent Financial—via their level of fraternal benefit society product ownership (life insurance, health insurance and annuities) and volunteer leadership.

As mentioned in the December Thrivent Choice Information Update, members will learn more about how they can participate in Choice Dollars via the mail later this year.

NOTE: Directing Choice Dollars will be subject to the Terms and Conditions of the Thrivent Choice Program.

Thrivent Choice page launched on Thrivent.com

If you're interested in checking out past issues of the Thrivent Choice Information Update, visit the new Thrivent Choice page at www.thrivent.com/thriventchoice/news/ where we'll keep an archive of all of the issues until program launch.

Letters to Institutions and Congregations mailing soon

In late January (rather than mid-December as stated in last month's Thrivent Choice Information Update), institutions and congregations will receive a letter introducing Thrivent Choice and sharing how they can participate in the program as a recipient of Choice Dollars. Institutions and congregations will receive detailed enrollment instructions in February.

Touch lives, warm hearts, your way



The Thrivent Choice program is still in development, so please watch for future email updates to learn more as details are finalized. If you have questions or would like to offer feedback about Thrivent Choice, contact us at 800-THRIVENT (at the prompt, say "Fraternal Service Center") or fraternal@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.

If you no longer wish to receive updates about Thrivent Choice, you may [unsubscribe](#) at any time.