

# Thrivent® Builds



[www.thriventbuilds.com](http://www.thriventbuilds.com)

# *Thrivent Builds Giving* Program Guide



## *Thrivent Builds Giving* Program Guide

---

### *Thrivent Builds Giving* Quick Start Guide

#### SECTION 1. *Thrivent Builds Giving* Program

- How *Thrivent Builds Giving* works
- Program rules
- Special bonus for volunteers
- What does “designate” mean?

#### SECTION 2. Habitat Affiliate Use of the *Thrivent Builds Giving* Program

- *Thrivent Builds Giving* is a collaborative fund development program
- Roles and responsibilities
- The Lutheran Community Service team
- Marketing to Thrivent Financial members
- Some Lutherans may choose not to participate
- Local promotional materials
- Solicitation rules for *Thrivent Builds Giving*
- Use the four-digit affiliate fund code to eliminate confusion
- The *Thrivent Builds Mobile* provides a marketing opportunity
- HFHI resources for affiliates that can enhance the use of this program

#### SECTION 3. For Habitat For Humanity International Field Operations Staff

- Characteristics of *Thrivent Builds Giving* that Habitat field operations staff may find beneficial in their support of affiliates
- Additional resources for affiliates from Habitat for Humanity International



*This guide has been developed to provide information that you will need to promote Thrivent Builds Giving to Thrivent Financial members.*



## *Thrivent Builds Giving* Quick Start Guide

---

*These two pages provide an overview of the Thrivent Builds Giving program and its key components. The program does have specific rules required of participating affiliates. As such, all participating affiliates and users of the program are encouraged to read the program guide in its entirety.*

### **How it works**

*Thrivent Builds Giving* is a gift-matching program offered to eligible members and others of Thrivent Financial for Lutherans. Through the program, Thrivent Financial and some of its subsidiaries supplement \$1 for every \$2 its eligible members and others donate to Habitat for Humanity International (HFHI) or one of its affiliates in the United States. The maximum supplement for each donor is \$300 annually. The original donation as well as the supplemental portion will be directed to the Habitat entity designated by the donor. Eligible members and others are permitted to make their donations in numerous installments throughout the calendar year.

### **A program to engage members**

As a fraternal benefit society, Thrivent Financial is committed to Lutherans, their congregations and their communities. Engaging members is important to Thrivent Financial and *Thrivent Builds Giving* offers one more option for members to become engaged through support for their local communities. Even if a member can't build locally or go on a Worldwide trip, they can support Habitat and help eliminate substandard housing through this program.

### **Primary role of the affiliate is outreach to Lutherans and Thrivent Financial members**

The program guide provides marketing ideas and links to resources to assist you in your efforts to raise funds through donations from eligible Thrivent Financial members and others.

### **Promotional resources will help you**

Resources are available to help you promote the program, including: *Thrivent Builds Giving* gift form, bulletin and newsletter inserts. These resources can be found at [www.thriventbuilds.com/resources](http://www.thriventbuilds.com/resources).

### ***Thrivent Builds Giving* is a collaboration between HFHI and its affiliates**

With the goals of leveraging up to \$100,000 in supplemental funds in calendar year 2007 and engaging as many Thrivent Financial members as possible, the collaborative efforts of HFHI and its affiliates will be needed. The solicitation rules in the program guide identify how HFHI will conduct three follow-up solicitations to the benefit of the affiliate. Follow-up solicitations during the holiday season are the responsibility of HFHI or the affiliate based on the donor's designation of previous donations.

### **Paper forms or online contributions**

Affiliates can solicit contributions by using the *Thrivent Builds Giving* form or by directing potential donors to make an online contribution at [www.thriventbuilds.com](http://www.thriventbuilds.com) on the Giving Options page.

### ***Thrivent Builds Giving* is not eligible to be used in combination with other Thrivent Builds programs** (i.e., *Thrivent Builds Homes*, *Thrivent Builds Neighborhoods* or *Thrivent Builds Worldwide*)

Local Thrivent Financial members could be frustrated or confused if *Thrivent Builds Giving* is promoted at the same time that the local members are raising funds for a Homes or Worldwide project. Affiliates should coordinate marketing efforts with your local Thrivent Financial Lutheran Community Service Team in order to find more receptive donors.

### **How to get started**

The form for making donations can be found at [www.thriventbuilds.com](http://www.thriventbuilds.com) on the Giving Options page.

## *Thrivent Builds Giving Program*

---

### **How *Thrivent Builds Giving* works**

*Thrivent Builds Giving* is one of the programs established through the four-year alliance between Habitat for Humanity International (HFHI) and Thrivent Financial for Lutherans. More information on the alliance can be found at [www.thriventbuilds.com](http://www.thriventbuilds.com).

*Thrivent Builds Giving* is a program offered by both Thrivent Financial for Lutherans® and some of its subsidiaries in which \$1 will be contributed for every \$2 donated by eligible members and others to Habitat for Humanity International® or to a local Habitat for Humanity affiliate. The original donation as well as the supplemental portion will be directed to the Habitat entity designated by the donor. Eligible members and others are permitted to make their donations in numerous installments throughout the calendar year.

Funds raised through *Thrivent Builds Giving* support the mission of Habitat for Humanity International or one of its affiliates in helping individuals achieve greater economic independence through the building of decent, simple, affordable homes.

### **Who can participate?**

- Individuals age 16 or older who are benefit members of Thrivent Financial for Lutherans, meaning they have been admitted into membership and own Thrivent Financial for Lutherans insurance and/or annuity products.
- Individuals age 16 or older who own Thrivent Mutual Fund accounts and/or Thrivent Life Insurance Company products.

### **Donation guidelines**

Donations can be for any amount, up to \$600 annually. Thrivent Financial for Lutherans, Thrivent Asset Management, LLC\*\* or Thrivent Life Insurance Company\*\*\* will add \$1 for every \$2 contributed to Habitat for Humanity, up to an additional \$300 each year.

\*\* Thrivent Asset Management, LLC is a registered investment adviser that provides investment management services to the Thrivent Mutual Funds.

\*\*\*Thrivent Life Insurance Company is a life insurance company domiciled in Minnesota that issued variable life insurance and variable annuities to members prior to the time that state law authorized fraternal benefit societies to offer these products.

Securities offered through Thrivent Investment Management Inc., 625 Fourth Ave. S., Minneapolis, MN 55415-1665, 800-THRIVENT (800-847-4836), a wholly owned subsidiary of Thrivent Financial for Lutherans. Member NASD. Member SIPC.

## Program rules

Thrivent Financial benefit members\* and those owning Thrivent Mutual Funds or Thrivent Life Insurance Company products age 16 or older are eligible to participate in the *Thrivent Builds Giving* program, based on the following guidelines:

- Only donations to Habitat for Humanity International (HFHI) or one of its affiliates located in the United States will be eligible for the supplemental funding through the *Thrivent Builds Giving* program.
- Eligible members and others can donate to Habitat for Humanity through the *Thrivent Builds Giving* program each year and have their donations supplemented by Thrivent Financial, Thrivent Asset Management, LLC or Thrivent Life Insurance Company.
- The paper and online forms for making this donation can be found at [www.thriventbuilds.com](http://www.thriventbuilds.com) on the Giving Options page.
- Donations that are designated to one of HFHI's affiliates must clearly identify the affiliate and the state in which it is located.
  - ~ TIP: Due to similarities in some affiliate names, members should use care in accurately identifying the affiliate. While not required, use of the affiliate's unique four-digit affiliate fund code is the most accurate method for identifying the affiliate. A list of affiliate fund codes can be found on the Web site at [www.thriventbuilds.com](http://www.thriventbuilds.com) on the Giving Options page.
- Eligible members and others may direct their donations to only one place per form. If they wish to make their donation to both HFHI and an affiliate (or more than one affiliate) they must use separate forms for each donation.
- Eligible member and other donations can be for any amount. Thrivent Financial or one of its participating subsidiaries will contribute \$1 for every \$2 donated, up to a maximum supplement of \$300 per donor annually.
- Eligible members and others can donate whenever they like (e.g., monthly, quarterly, etc.). Once the donation form is received and processed by HFHI and Thrivent Financial, the supplemental dollars will be released.

*For more information about Thrivent Builds, including Thrivent Builds Giving, visit [www.thriventbuilds.com](http://www.thriventbuilds.com). For information regarding either organization, visit [www.thrivent.com](http://www.thrivent.com) or [www.habitat.org](http://www.habitat.org).*

\* "Benefit members" generally are those who have been admitted into membership and own Thrivent Financial for Lutherans insurance or annuity products.

Donations **ineligible** for supplemental funding include:

- Donations to Habitat affiliates located outside of the United States.
- Donations made in support of other Thrivent Builds programs (e.g., *Thrivent Builds Homes*, *Thrivent Builds Neighborhoods*, *Thrivent Builds Worldwide*, etc.).
- Worship offerings and other collections.
- Fund-raising activities, such as dinners, auctions, car washes, pizza or candy sales, etc.
- Gifts contributed through the Care in Congregations®, Care in Regions® or Care Abounds in Communities® programs.
- Donations made on behalf of others.
- In-kind contributions (e.g., the value of equipment or materials, commodities, donated time/services, etc.).

### **Special bonus for volunteers**

Supporting volunteerism is an important part of the mission of Thrivent Financial and the Thrivent Builds program. That's why *Thrivent Builds Giving* offers an extra benefit to recognize the volunteer service provided by eligible members and others. When an eligible individual contributes 25 or more hours of volunteer service to Habitat for Humanity, Thrivent Financial, Thrivent Asset Management, LLC or Thrivent Life Insurance Company contributes an additional \$25 per year to that individual's donation to Habitat for Humanity. The special bonus is directed to the designated Habitat entity.

Eligible members and others indicate this on the same *Thrivent Builds Giving* form used to make their donation. The form can be found on the Web site at [www.thriventbuilds.com](http://www.thriventbuilds.com) on the Giving Options page.

### **What does “designate” mean?**

The term “designate” is used in non profit fund development to indicate that the donor has made a request that their contribution be given to a specific entity or cause. As it pertains to *Thrivent Builds Giving*, an eligible individual has the ability to “designate” their gift for use by Habitat for Humanity International or one of its nearly 1,700 affiliates in the United States.

The paper *Thrivent Builds Giving* form, online form and the *Thrivent Builds Mobile* form all permit the donor to designate their donation. The designation should give the name and state of the Habitat affiliate. Blanks left on these forms are interpreted to mean that the donor does not have a desire to designate to an affiliate and their donation will be directed to Habitat for Humanity International.

## Habitat Affiliate Use of the *Thrivent Builds Giving* Program

---

A significant way for Habitat for Humanity affiliates to maximize the value of *Thrivent Builds Giving* is to thoroughly understand Thrivent Financial for Lutherans and this program. Initially, the temptation is to read the rules, consider it a matching program and jump into action. A bit of advice that will pay many dividends is that “member engagement” is a cornerstone component and the reason this program was developed. As you read the Thrivent Financial for Lutherans mission below, you can envision the value of an “engaged member” to fulfill their mission.

*Mission: Thrivent Financial for Lutherans is a faith-based membership organization called to improve the quality of life of its members, their families, and their communities by providing unparalleled solutions that focus on financial security, wellness and caring for others.*

The act of engaging these members is critical for all Habitat affiliates wishing to maximize the value of this program and the key to successfully reaching mutually beneficial results.

### ***Thrivent Builds Giving* is a collaborative fund development program**

Habitat for Humanity International’s desire to establish a collaborative fund development effort with the nearly 1,700 affiliates in the U.S. and the availability of these Thrivent Financial funds provided a good opportunity to initiate a new fund development relationship.

Collaboration is often defined as “a mutually beneficial and well-defined relationship entered into by two or more organizations to achieve results they are more likely to achieve together than alone.”

### **2007 program goals**

With the goals of leveraging up to \$100,000 in supplemental funds in 2007 and engaging as many Thrivent Financial members as possible, the collaborative efforts of Habitat for Humanity International (HFHI) and its affiliates will be needed. Additionally, HFHI field operations staff and Thrivent Financial Lutheran Community Service teams have roles to make this program successful. Additional funds and the increased community involvement will significantly support the missions of both national and local Habitat entities and provide a new opportunity to work together and deepen the relationship at the same time.

When the original alliance was developed between Habitat and Thrivent Financial, agreement was reached that administrative costs would be included in Thrivent Financial's support of Habitat. This took the form of financial support of the Alliance Strategy Office. As such, *Thrivent Builds Giving* as well as other Thrivent Builds programs are exempt from the Indirect Cost Recovery Allocation policy (10.4% fee on designated funds) approved by Habitat for Humanity's International Board of Directors early in the year and communicated to affiliates July 1, 2006.

### **Roles and responsibilities**

In order for a collaborative program to function well and prosper, clearly defined roles and responsibilities are critical. Below are the expected roles of those involved in *Thrivent Builds Giving*:

The role of Habitat affiliates includes:

- Marketing of the *Thrivent Builds Giving* program to eligible Thrivent Financial members and others on the local level on behalf of their own affiliate.
- Thanking the donor. Receipts should not be sent because they will automatically be provided by HFHI.
- Understanding the alliance with Thrivent Financial for Lutherans.
- Respecting the collaborative nature of this program with Habitat for Humanity International.
- Adhering to the requirements noted in this program guide.

The role of Habitat for Humanity International includes:

- Establishing a system that captures designations of Thrivent Financial member contributions.
- Receiving and processing *Thrivent Builds Giving* contributions.
- Acknowledging donation by issuing a receipt to the member.
- Distributing funds to affiliates (donation and supplement) in a timely manner.
- Providing value-added services to affiliates in the solicitation and management of their donors.
- Providing required reports to Thrivent Financial.
- Understanding the alliance with Thrivent Financial for Lutherans.
- Respecting the collaborative nature of this program with Habitat affiliates.
- Adhering to the requirements noted in this program guide.

The role of HFHI field operations staff includes:

- Understanding the alliance with Thrivent Financial for Lutherans.
- Encouraging the collaborative nature of this program between HFHI and Habitat affiliates in your support role with affiliates.

The role of the Lutheran Community Service Team (MLCS and LCSS-TB) includes:

- Having a detailed understanding of how *Thrivent Builds Giving* works.
- Understanding the alliance with Habitat for Humanity.
- Respecting the collaborative nature of this program between HFHI and Habitat affiliates.
- Educating eligible Thrivent Financial members and others, as well as Thrivent Financial Representatives on the uses of this program.

### **The Lutheran Community Service team**

This team, located in the Thrivent Financial for Lutherans Regional Financial Office serving your area, includes the Manager of Lutheran Community Service (MLCS) and one or more Lutheran Community Service Specialist – Thrivent Builds (LCSS – TB).

Affiliates are encouraged to build relationships with this team. The team has regular interaction with Thrivent Financial members and through the use of the promotional materials at [www.thriventbuilds.com/resources](http://www.thriventbuilds.com/resources) the team can assist in educating eligible Thrivent Financial members and others about this member benefit.

Affiliates who do not know the Manager of Lutheran Community Service in their area can identify them and get their contact information from the U.S. Support Center at 877-434-4435 or [USSupportCenter@habitat.org](mailto:USSupportCenter@habitat.org).

### **Marketing to Thrivent Financial members**

Thrivent Financial does not directly solicit members for donations. In order to maximize the value of this program, Habitat should promote the program to eligible Thrivent Financial members and others. Thrivent Financial's privacy policy prohibits the sharing of its membership information with Habitat. As such, membership lists are not available to Habitat.

*So how does an affiliate solicit support from Thrivent Financial members?*  
The short answer is to tell the Habitat story in a compelling manner to the people who are most likely to be Thrivent Financial members. An affiliate has the greatest opportunity of reaching a Thrivent Financial member or other eligible participant if the outreach is focused on Lutherans or Thrivent chapters in your community.

Affiliates are encouraged to build on existing relationships with Lutheran congregations. If there are Lutheran congregations or Thrivent Financial chapters with which you don't have a connection, contact a member of the Lutheran Community Service Team in your area.

Affiliates can be creative in their methods of reaching Thrivent Financial members; however, potential techniques that may accomplish this include:

- ***Ask and you will find ... there are approximately 2.8 million Thrivent Financial members in the nation.***
- Make sure you are proactive in introducing your affiliate to the Manager of Lutheran Community Services (MLCS) for your area.
- Have your affiliate participate in a *Thrivent Builds Mobile* visit. See more information on this later in this program guide or visit [www.thriventbuilds.com](http://www.thriventbuilds.com).
- Build on existing relationships with Lutheran congregations that have participated in past house builds. See the "Deepening Relationships with Existing Churches" chapter in the Affiliate Guide to Church Relations on PartnerNet. (<http://partnernet.habitat.org>)
- Ask known Lutherans within your affiliate to assist in affiliate solicitations.
- If your community has a *Thrivent Builds Homes* project, build on the relationship with involved Lutheran congregations. In some cases, the congregations want to do more, and in others, they have members wanting additional ways to support Habitat. Please remember that *Thrivent Builds Giving* donations can not be used to reach financial obligations of a *Thrivent Builds Homes* project.
- Make Habitat presentations to as many Lutheran congregations as possible and be sure to mention Thrivent Financial, Habitat and the *Thrivent Builds Giving* program. See nine more ideas in "The Ten Best Things to Do for a Good Church Relations Program" on PartnerNet. (<http://partnernet.habitat.org>)

- Use the occasion of this alliance between Thrivent Financial and Habitat to approach Lutheran congregations that have NOT been involved before. Tools to talk about the alliance can be found on [www.thriventbuilds.com/resources](http://www.thriventbuilds.com/resources).
- Identify Lutheran organizations (Lutheran colleges, men's/women's groups, etc.) in your community and initiate a relationship. Ask to make a presentation.
- Note in a standard fund-raising letter or in your affiliate newsletter that if the reader happens to be an eligible Thrivent Financial member or other eligible participant, their gift can be increased through the *Thrivent Builds Giving* program.
- Start a new practice of adding membership in Thrivent Financial to your tracking records of donors.
- Make it a part of your affiliate's annual church relations campaigns like Building on Faith. See the Church Relations site on PartnerNet. (<http://partnernet.habitat.org>)
- Ask your affiliate staff, Board of Directors, committee members, volunteers and homeowners for referrals. For more ideas, see "A Checklist for Church Relations" on PartnerNet. (<http://partnernet.habitat.org>)
- See the first technique in this list.

### **Some Lutherans may choose to not participate in Thrivent Builds with Habitat for Humanity**

As you promote *Thrivent Builds Giving*, you will find varying interest levels among Lutherans. While the members of Thrivent Financial are mainly rooted in the Lutheran faith, Lutherans are a very diverse group with differences of opinion in terms of their faith, theology and doctrine.

Here are a few tips for managing those differences:

- Accept the decision of any Lutheran who does not want to participate in Thrivent Builds, without challenging their beliefs or decisions.
- Work with your Thrivent Builds Lutheran Community Service Specialist to plan which congregations or Lutheran organizations to target.

- Do not contact congregations that belong to the Wisconsin Evangelical Lutheran Synod (WELS), regardless of past relationships. The WELS Council of Presidents recently passed a resolution that WELS congregations and their members should not be involved in the Thrivent Builds with Habitat for Humanity program.
- Review the frequently asked questions (FAQ) that have been developed and can be found on [www.thriventbuilds.com/resources](http://www.thriventbuilds.com/resources) to help you better understand Lutheranism, the WELS resolution and ways you can respond to questions you may encounter about this issue.

Thrivent Builds with Habitat for Humanity respects the position of any Lutheran who chooses not to participate in our alliance, for any reason. WELS leaders acknowledge that some of their members will still participate because they are not aware of the Council of Presidents' resolution or don't agree with it. Likewise, some Lutherans will choose not to participate, even though their church body does not have an official position regarding the alliance.

### **Local promotional materials**

Pre-approved resources can help you promote the program, including:

- *Thrivent Builds Giving* Bulletin and newsletter inserts.
- *Thrivent Builds Giving* member gift form and *Thrivent Builds Mobile* gift form. Affiliates can pre-populate this form with affiliate name, state and affiliate fund code, before making copies for distribution. A table of affiliate fund codes can be found on the resource listed below.

These resources can be found at [www.thriventbuilds.com/resources](http://www.thriventbuilds.com/resources).

## Solicitation rules for *Thrivent Builds Giving*

### Initial Solicitation

1. The wishes of the donor (Thrivent Financial benefit member or owner of a Thrivent Mutual Fund or Thrivent Life Insurance Company product) regarding the Habitat recipient of their donation (designation) will always be honored.
2. Recruitment of new donors by affiliates can be done throughout the year; however, these efforts must remain within the boundaries of the affiliate's Geographical Service Area (GSA).
3. All *Thrivent Builds Giving* donations must be sent to Habitat for Humanity International (HFHI) in Americus, Georgia, even if an affiliate is the designated recipient of the donation. Online donations will be accepted at [www.thriventbuilds.com](http://www.thriventbuilds.com) on the Giving Options page which links to the HFHI secure Web site.
4. All donations will be entered into HFHI's database and the Thrivent Financial membership and desired designation will be noted.
5. Donations with no affiliate designation by the donor will be presumed to be intended for Habitat for Humanity International and will be processed in this manner.
6. HFHI will distribute donations designated to Habitat affiliates monthly via one check. While HFHI modifies their systems to accommodate monthly contributions of all sizes, an established HFHI policy will remain in effect. This policy specifies designated contributions aggregating to less than \$500 will take place on a quarterly basis. Habitat affiliates will also receive a list of donation amounts and contact information for individuals that contributed during that period.
7. The associated "supplement funds" of the donation will always be directed to the same entity as the donation. This supplement will be distributed to designated affiliates following the processing of the donation by HFHI, the confirmation of membership or eligibility by Thrivent Financial and the transfer of those supplement funds from Thrivent Financial or its participating subsidiaries to Habitat for Humanity International. Most likely, the supplemental portion of a donation will arrive at the affiliate 30 to 60 days after the affiliate has received the member's donation. All efforts will be made to minimize this time period.

### Follow-up solicitations

To date, an average donation to *Thrivent Builds Giving* is approximately \$130, using only \$65 of a potential \$300 supplement eligible to a Thrivent Financial member and others. Some of these donations have come from Thrivent Financial members and others that are new to Habitat. Others have come from existing donors to Habitat International that happen to be Thrivent Financial members or other eligible participants, as well. For any new donors

acquired through *Thrivent Builds Giving*, follow-up solicitations will re-introduce your mission to the donor and remind them of the potential to further the impact of their contribution as a benefit member of Thrivent Financial or owner of a Thrivent Mutual Fund or Thrivent Life Insurance Company product. It is useful for affiliates to understand that HFHI has no way of knowing which of the donors responding to your *Thrivent Builds Giving* marketing efforts are existing contributors and in the affiliate's database. As such, these donors will be managed as "new donors" as outlined in New Donor Track below.

Donors that were existing donors to Habitat International will continue to be solicited as they were before with periodic reminders of the Thrivent Financial supplement. (See Existing Donor Track Below.)

### **New donor track**

Follow-up solicitations to any new donors acquired through *Thrivent Builds Giving* will take place on a limited basis and will be conducted by Habitat for Humanity International on behalf of the "designated" recipients of the original gift. In this manner, donors designating affiliates will be solicited by HFHI to the benefit of the affiliate.

8. Habitat for Humanity International and all affiliates participating in *Thrivent Builds Giving* agree that eligible Thrivent Financial members and others participating in the program after July 1, 2006, as first-time contributors to Habitat (new donors) will receive no more than four "follow-up" solicitations annually. (This is an aggregate of both HFHI and affiliate follow-up solicitations.)
  - a. During the period January 1 – September 30, given the timing of the rollout of the redesigned *Thrivent Builds Giving* in mid-year 2006, the total number of follow-up solicitations may need to be reduced for this year only. The Resource Development department of HFHI agrees to conduct three "follow-up" solicitations of *Thrivent Builds Giving* donors and will respect all designations by donors. The initial designation will be presumed to remain the same unless the member communicates a change. Subsequent donations will be honored in the same fashion as previous donations.
  - b. The holiday season is the most productive period for non-profit fund development and many organizations put considerable effort into their year-end appeal. In respect of this, during the period October 1 – December 31, HFHI and affiliates will conduct their own separate "follow-up" solicitation of donors. Habitat for Humanity International agrees not to solicit *Thrivent Builds Giving* donors with affiliate designations in their database during this period. Affiliates are encouraged to solicit *Thrivent Builds Giving* donors with affiliate designations and make mention of *Thrivent Builds Giving* in their solicitations.

9. In an effort to reduce potential donor confusion, affiliates wishing to make solicitations unrelated to *Thrivent Builds Giving* of their existing contributors are encouraged to review the solicitation schedule HFHI has posted to PartnerNet. In this fashion, the affiliate's efforts can be scheduled to compliment the effort by HFHI.

### Existing donor track

10. Donors in either organization's (HFHI or affiliate) database before July 1, 2006 (existing donors), will not have the follow-up solicitation restrictions noted in rule 8.
11. Two times per year, solicitations will include a reminder about the *Thrivent Builds Giving* supplement. This will be an effort to encourage the donor/member to maximize the supplement.
12. The gift made through *Thrivent Builds Giving* will be designated according to the donor's wishes. Subsequent gifts that do not indicate a specific designation will be presumed to be intended for Habitat for Humanity International and will be processed in this manner. Of course, any designations specifically stated by the existing donor will be honored.

### Use the four-digit affiliate fund code to eliminate confusion

Donors who use only affiliate names to direct their donation risk the intent of their gift being misunderstood. Some affiliates share similar-sounding names and others use shortened names or names associated with their community in place of the "official" name.

Each affiliate in the United States has a unique four-digit number for their affiliate. Use of this fund code is the single most accurate way to assure that a donor's designation actually identifies your specific affiliate. Affiliates and their potential donors can find the four-digit affiliate fund codes on the Thrivent Builds Web site at [www.thriventbuilds.com](http://www.thriventbuilds.com) on the Giving Options page.

~TIP: Potential donors may not want to take time to look up the fund code. Affiliates who have not used their four-digit fund code should learn it, share it throughout the affiliate and communicate it freely with the general public. Affiliates can even preprint it on the *Thrivent Builds Giving* and *Thrivent Builds Mobile* forms to be used as part of their marketing efforts.

This fund code does NOT change. Also, this fund code is NOT the eight-digit Partner I.D. code recognized by some of the HFHI programs and is not related to this eight-digit number at all.

### **The *Thrivent Builds Mobile* provides a marketing opportunity**

The *Thrivent Builds Mobile* is a 67-foot semi-truck and multimedia exhibit that has been traveling the country since September 2005 to raise awareness of substandard housing and invite visitors to be part of the solution. It shows how Habitat and Thrivent Financial came together to help give families a fresh start in a home built through the hard work of volunteers and homeowners.

People who visit the *Thrivent Builds Mobile* and wish to donate to Habitat for Humanity can now designate their donations to a specific Habitat affiliate and donations from visiting Thrivent Financial benefit members and other eligible participants will be supplemented. Affiliates participating on the visit committee for a *Thrivent Builds Mobile* visit to their community will want to work with the committee and local community to maximize attendance and exposure of the *Thrivent Builds Mobile*. Increasing the number of visitors and publicity surrounding the *Thrivent Builds Mobile* will substantially improve the affiliate's opportunities for financial support.

For more information regarding the current tour schedule or the purpose of the *Thrivent Builds Mobile*, visit [www.thriventbuilds.com](http://www.thriventbuilds.com). If you have questions, please e-mail [thriventbuilds@thrivent.com](mailto:thriventbuilds@thrivent.com).

### **HFHI resources for affiliates that can enhance the use of this program**

Affiliates interested in maximizing this fund-development program as well as the other components of their resource-development efforts are encouraged to visit ParterNet at <http://partnet.habitat.org>. The area entitled "Habitat for Humanity International Resource Development" has three main sections that provide links to several valuable tools, of which only a sampling is provided below:

#### **Resource Development Activity**

- Direct Marketing
  - ~ Letter Sample
  - ~ Telephone Script Sample
  - ~ HFHI Direct Marketing Schedule
- Corporate Programs
  - ~ Product Partnerships with Ordering Information

### Resource Development Best Practices

- Campaign Planning
  - ~ Affiliate Campaign Startup-Lessons Learned
  - ~ Capital Campaigns-Principles and 5 Components
- Direct Marketing
  - ~ FAQ related to Online Fundraising
- Major Gifts
  - ~ MG Donor Proposal Sample
- Resource Development Education Opportunities
  - ~ Fund-raising Training Conference Calls

### Affiliate Guide to PartnerNet Fund-raising Resources

These resources can be used with the *Thrivent Builds Giving* promotional materials found at [www.thriventbuilds.com/resources](http://www.thriventbuilds.com/resources).

Those needing assistance accessing PartnerNet can contact the U.S. Support Center at 877-434-4435 or [USSupportCenter@habitat.org](mailto:USSupportCenter@habitat.org)

## For Habitat for Humanity International Field Operations Staff

---

Whether your role in support of affiliates is at the U.S. Support Center, as a Support Specialist, Organizational Development Consultant or with the Urban Program, the *Thrivent Builds Giving* program can be a valuable tool to recommend to affiliates of all sizes.

Characteristics of *Thrivent Builds Giving* that Habitat field operations staff may find beneficial in their support of affiliates include:

**Large membership:** Since Thrivent Financial for Lutherans has approximately 2.8 million members throughout the nation, the potential resources for Habitat are sizeable and distributed through much of the United States.

**Generosity:** Lutherans, and specifically those that are also Thrivent Financial members, have demonstrated a history of being supportive of Habitat's mission.

**Greater funds with less effort:** With Thrivent Financial benefit member contributions being supplemented, as well as contributions of Thrivent Mutual Fund or Thrivent Life Insurance Company product owners, marketing to Thrivent Financial members and other eligible participants can see affiliate fund-development goals met in a shorter amount of time and effort.

**Access:** Due to Thrivent Financial privacy policies, membership lists are not available; however, your local Thrivent Financial Lutheran Community Service Team can also help make new connections with local Lutherans. An affiliate's relationships with local Lutheran congregations also provide them access to many members of Thrivent Financial for Lutherans.

**Ask more/get more:** *Thrivent Builds Giving* is a simple program. The more Thrivent Financial members and other eligible participants make contributions, the more funds will be received and supplemented. Affiliates that visit Lutheran congregations and tell the Habitat story and ask for financial support will be strategically positioning themselves for the benefits of this supplemental program.

**Current publicity:** Since Thrivent Financial and Habitat announced their four-year alliance in September 2005, considerable publicity of Habitat has been generated at the local and national level. Even publicity generated for one of the other Thrivent Builds programs can serve as a lead for affiliates to solicit for the *Thrivent Builds Giving* program (yet the programs must operate independently of each other).

**Faith-based:** With Thrivent Financial and Habitat sharing faith-based missions, Thrivent Financial members can easily relate to the vision of the local affiliate. Additionally, with churches being a significant support for Habitat, adding this program to the affiliate's fund-development activities may permit a deepening of these existing relationships.

**Multi-year program:** Since the Thrivent Builds alliance is a four-year commitment on the part of both organizations, financial supporters recruited in the early years of the alliance may become subsequent donors (with gifts that are supplemented).

**Affiliate size is inconsequential:** *Thrivent Builds Giving* was designed to be a program of benefit to affiliates whether they are in small communities or large urban areas. Thrivent Financial members live in communities of all sizes.

**Extra incentive to ask:** Some affiliates or volunteers within affiliates find it challenging to "ask" for financial support. Knowing the amount will be supplemented for eligible Thrivent Financial members and others may provide some extra incentive as you coach these affiliates.

**A way for more affiliates to participate in this alliance:** Many affiliates are not able or ready to participate in some of the Thrivent Builds with Habitat programs like *Thrivent Builds Homes*. *Thrivent Builds Giving* permits all affiliates an opportunity to benefit from this new alliance.

### **Additional resources for affiliates from Habitat for Humanity International**

Affiliates interested in maximizing this fund-development program as well as the other components of their resource-development efforts are encouraged to access an area on PartnerNet established for this purpose. The area, entitled "Habitat for Humanity International Resource Development," has three main sections that provide links to several valuable tools. In addition, several *Thrivent Builds Giving* marketing tools can be found at [www.thriventbuilds.com/resources](http://www.thriventbuilds.com/resources).