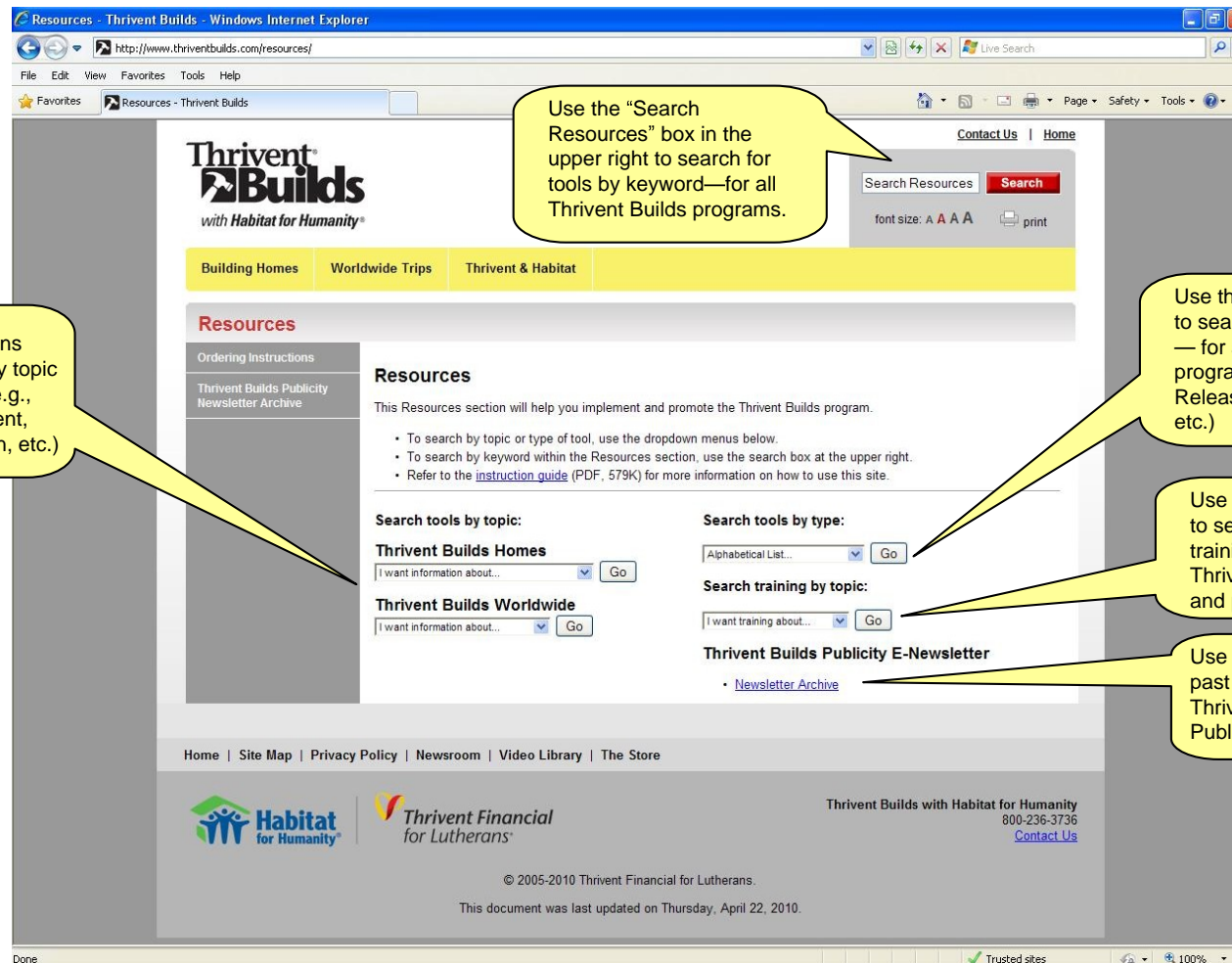


How to use the Thrivent Builds Resources site:

The Resources section of www.thriventbuilds.com contains everything you need to promote each program. This section is not visible from the public pages of www.thriventbuilds.com. To access the section, you will need to use the following URL: www.thriventbuilds.com/resources

From this page, you can access information and resources about the entire Thrivent Builds program.



Use the "Search Resources" box in the upper right to search for tools by keyword—for all Thrivent Builds programs.

Use these drop-downs to search for tools by topic for each program. (e.g., Groundbreaking Event, Promotion/Education, etc.)

Use this drop-down menu to search by type of tool—for all Thrivent Builds programs. (e.g., News Releases, Bulletin Inserts, etc.)

Use this drop-down menu to search for online training resources for the Thrivent Builds programs and publicity.

Use this link to access past issues of the Thrivent Builds Publicity E-Newsletter.



Once you've selected a topic or type of resource listing:

Within the Resources site are a number of topics to help you quickly obtain the resources you need for a specific task, such as providing an overview of Thrivent Builds or recruiting volunteers. Once you select a topic, the resource and its description will be listed in the "Item/Description" column of each page. If the resource is electronic (such as Word documents or PDFs), simply click the link in the "How to Obtain" column to access it.

Use your browser's "Back" button or the bread crumb link to return to the main Resources menu.

The screenshot shows a web browser window with the URL <http://www.thriventbuilds.com/resources/topic/tblogo.html>. The page title is "Thrivent Builds - Request or Use a Logo, Order Logo Merchandise". The main navigation bar includes "Building Homes", "Worldwide Trips", and "Thrivent & Habitat". A breadcrumb trail shows "Resources > Thrivent Builds - Request or Use a Logo, Order Logo Merchandise".

The "Resources" section is titled "Thrivent Builds - Request or Use a Logo, Order Logo Merchandise". It contains a table with the following data:

Item/Description	How to Obtain
Thrivent Builds with Habitat for Humanity Logo Request Use this online form to request a Thrivent Builds logo for use in your publicity materials.	Logo Usage Policy and Request Form
Thrivent Builds Identity Handbook Document detailing approved brand identity and logo usage. This handbook can answer questions about how to refer to the programs, the alliance between Habitat for Humanity and Thrivent Financial, and appropriate brand and logo usage.	PDF, 1MB
Thrivent Builds Marketing and Publicity Guidelines for Habitat Affiliates Guidance for Habitat affiliates on marketing and publicity responsibilities, tools, logo usage, news release approvals, and signage.	Word, 186K
Thrivent Builds Writing Guidelines These writing guidelines will help you be sure you're giving the right key messages to your audience.	Word, 36K
Creating a Web Presence for Your Thrivent Builds Projects Guidelines and tips for getting Thrivent Builds information on Web sites.	Word, 186K
Thrivent Builds Promotional Merchandise	The Store

Click the link for the tool you want to use or right-click and "save target as ..." to download the document.