

Annie
Armstrong
Easter
Offering®

MAKE JESUS KNOWN



2024 PROMOTION GUIDE

Week of Prayer for
North American Missions

March 3-10, 2024

Help make Jesus known across North America

Learn more or give online at:
AnnieArmstrong.com

Annie Armstrong Easter Offering® is a registered trademark of WMU.

PLANNING YOUR OFFERING CAMPAIGN

1. Plan

- Form a leadership team. Pray, and set an offering goal.
- Explore the videos and resources for all ages at **AnnieArmstrong.com**
- Order free promotional materials from your state convention.
- Schedule the Week of Prayer for North American Missions, a special sermon series and promotional events.

2. Promote

- Use your church communications and social media to launch the 2024 offering season in your church.
- Check out the Creative Campaign Ideas and Social Media Kit at **AnnieArmstrong.com**
- Show the featured videos to inspire your congregation to be part of this year's special emphasis.

3. Participate

- Challenge your church to pray for missionaries during the Week of Prayer for North American Missions. Find the daily prayer schedule at **AnnieArmstrong.com/Week-of-Prayer**
- Collect your gifts. Send them to your state convention office or give directly to NAMB.

WAYS TO GIVE

1. Through Your State Convention

Send your offering, designated to the Annie Armstrong Easter Offering, to your convention office.

2. Directly to NAMB

- Mail to **P.O. Box 116543, Atlanta, GA 30368**
(Designate AAEO on memo line)
- Online at **AnnieArmstrong.com**

We're here to help!

1-800-634-2462
AAEO@namb.net
facebook.com/aaeo.sbc

Follow us for updates,
promotional ideas and to
see your gifts at work.

Annie Armstrong (1850–1938) spoke up for missions and missionaries in ways no one ever had. She championed missions support among Southern Baptist churches and cast a grand vision for their growing involvement in praying, giving and going.

Since 1895, what is now called the Annie Armstrong Easter Offering has fueled Southern Baptists' mission work in the U.S., Canada and their territories. In that time, churches and individuals have given more than \$2 billion dollars to help make Jesus known to every man, woman, boy and girl in North America.



100% of your Annie Armstrong Easter Offering gifts support thousands of missionaries serving in church planting and compassion ministry

The Mission Field

The North American Mission Board serves a diverse and complex region comprised of the United States, Canada and the territories of Puerto Rico, U.S. Virgin Islands, Guam and American Samoa.

- **Population: 371 million**
- **Languages: 350**
- **Estimated lost: 281 million**
- **Unreached People Groups: 159**

Statistics from U.S. Census Bureau and NAMB Research.

YOUR GIFTS AT WORK

Your gifts support **nearly 3,000 missionaries and their families** across North America.

How Your Gifts Resource Missionaries

\$25

Meal with an
unreached person

\$100

Subscriptions for
training resources

\$300

Bibles and discipleship
materials

\$500

Neighborhood
outreach event

\$1,000

Emergency travel
assistance for
missionary family

\$1,500

Monthly worship
facility rent

\$10,000

Worship and office
equipment for a new
church plant

\$50,000

One year of support and
benefits for a first-year
church planter

Learn more at
AnnieArmstrong.com/Your-Gifts-At-Work



281 MILLION

Estimated Lost

NAMB and Southern Baptists came together to add

917

NEW CONGREGATIONS IN 2022

Since 2010, Southern Baptists have planted more than

10,000

CHURCHES ACROSS NORTH AMERICA

IF WE CONTINUE AT THE CURRENT RATE, BY 2030

1/3

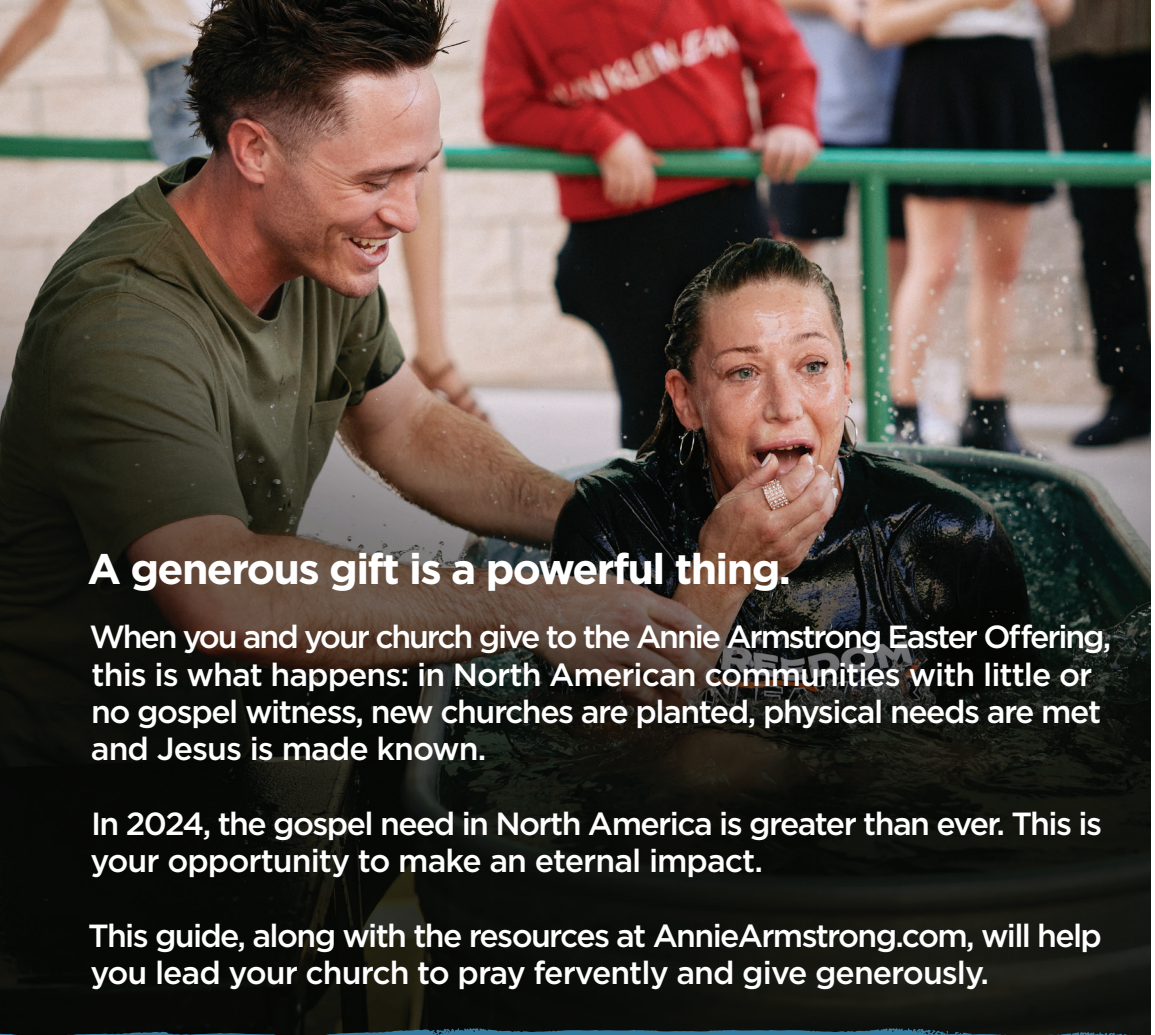
of the SBC will be made up of churches planted by Southern Baptists since 2010.



33% of all Southern Baptist churches outside the South **have been started since 2010.**



23% of all Southern Baptist church baptisms outside the South came from churches started **since 2010.**



A generous gift is a powerful thing.

When you and your church give to the Annie Armstrong Easter Offering, this is what happens: in North American communities with little or no gospel witness, new churches are planted, physical needs are met and Jesus is made known.

In 2024, the gospel need in North America is greater than ever. This is your opportunity to make an eternal impact.

This guide, along with the resources at AnnieArmstrong.com, will help you lead your church to pray fervently and give generously.

Your gifts to the Annie Armstrong Easter Offering:

- Support nearly **3,000** missionaries and their families.
- Enable **hundreds** of churches to be planted and **thousands** of disciples to be made.
- Continue the SBC's **179-year** commitment to North American missions.

2024 National Offering Goal:

\$75 MILLION

Week of Prayer Missionaries

Watch their inspiring stories at AnnieArmstrong.com/Stories

A man and a woman standing outdoors in front of a brick building. The man has his arm around the woman's shoulder. They are both smiling and wearing dark blue jackets with a small logo on the chest.

Jefferson and Carol
HERNANDEZ
Sterling, Virginia

A man and a woman standing outdoors in front of a rocky background. The man is wearing a black t-shirt and the woman is wearing a light-colored sleeveless top. They are both smiling.

Joseph and Kristen
GIBBONS
Las Vegas, Nevada

A woman sitting on a green wooden bench outdoors. She is wearing a teal t-shirt with the text "FUELED by ANNIE ARMSTRONG EASTER OFFERING" and is smiling.

Faith
GARLAND
Boston, Massachusetts

A woman and a man standing outdoors. The woman is wearing a white shawl over a yellow and blue patterned top. The man is wearing a dark suit jacket over a light blue shirt and glasses. They are both smiling.

Alayu and Yegile
DUBALE
Denver, Colorado

A man and a woman standing outdoors. The man is wearing a white button-down shirt and has a beard. The woman is wearing a light blue button-down shirt. They are both smiling.

Josh and Beth
GLYMPH
Jacksonville, Florida

A man and a woman standing outdoors in front of green foliage. The man is wearing a dark blue suit jacket, a white shirt, and a patterned tie. The woman is wearing a light-colored patterned blazer. They are both smiling.

Noelson and Edna
CHERY
Philadelphia, Pennsylvania

WHERE TO FIND PROMOTIONAL RESOURCES

1. AnnieArmstrong.com

- Missionary Videos
- Annie Armstrong Biography Video
- Social Media Kit
- Graphics Package
- Children, Youth and Adult Mission Studies
- And more!

2. Order FREE Print Materials

- Posters
- Prayer Guides
- Offering Envelopes
- Promotion Guide
- DVD



Chinese, English, Korean, Spanish

To Order from Your State Convention Office

See directory at AnnieArmstrong.com/StateConventions

Each convention maintains an inventory of free print resources for churches.

Year-round resources available at
NAMB.net/Promotional-Resources

Video and print materials to educate your church during any season.



DVD Available Separately