Annie Armstrong Easter Offering®

2025 PROMOTION GUIDE

> Week of Prayer for North American Missions March 2-9, 2025

A GENEROUS GIFT CAN REWRITE A STORY

When you and your church contribute to the Annie Armstrong Easter Offering, you become part of something greater—new churches are established, tangible needs are met, and the name of Jesus reaches people in communities where the gospel is scarcely known.

The gospel need in North America has never been more urgent. This is your moment to make an eternal difference. To engage your church, use this Promotion Guide and the resources at AnnieArmstrong.com.

North American missionaries need you and your congregation to step into their stories through your prayers and generous giving. They cannot do their work without you!

YOUR GIFTS TO THE ANNIE ARMSTRONG EASTER OFFERING:

Support over 3,000 missionaries and their families.

Enable **hundreds** of churches to be planted and **thousands** of disciples to be made.

Continue the SBC's **180-year** commitment to North American missions.



2025 NATIONAL OFFERING GOAL

\$78 MILLION



THE MISSION FIELD

The North American Mission Board serves a diverse and complex region comprised of the United States, Canada, and their territories.

Population: 386 million

Languages: 350

Estimated Lost: 286 million

Unreached People Groups: 161

Statistics from U.S. Census Bureau and The Joshua Project

A BOLD MISSIONS ADVOCATE



Annie Armstrong (1850–1938) was a trailblazer for missions and missionaries, advocating in ways no one ever had. She invited Southern Baptists to **step into the story** with her, believing that everyone had a role to play through praying, giving, and going.

For over a century, the Annie Armstrong Easter Offering has fueled Southern Baptists' missions in North America. Churches and individuals have stepped into this story and contributed more than \$2 billion to the ongoing narrative of God's work.

STEP INTO THE STORY

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.



FEATURED MISSIONARIES

See their stories of impact at AnnieArmstrong.com/Stories









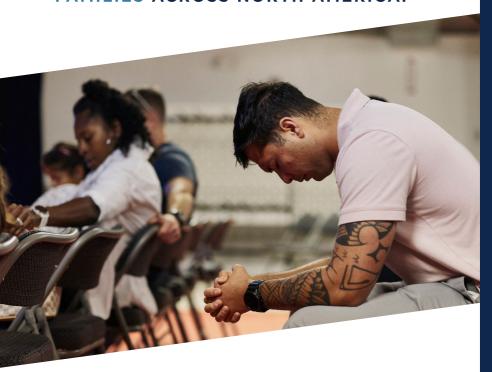




YOUR GIFTS

YOUR GIFTS AT WORK

YOUR GIFTS SUPPORT MORE THAN 3,000 MISSIONARIES AND THEIR FAMILIES ACROSS NORTH AMERICA.



\$35 Meal with an unreached person

\$150 Subscriptions for training resources

\$300 Bibles and discipleship materials

\$500 Neighborhood outreach event

\$1,000 Emergency travel assistance for a 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

KINGDOM IMPACT

Since 2010, Southern Baptists have planted **more than 11,000 churches** across the U.S., Puerto Rico, and Canada.

If we continue at the current rate, by 2030

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

27% of all Southern Baptist churches outside the South have been started since 2010.

26% of all Southern Baptist church baptisms outside the South came from churches started since 2010.



PLANNING YOUR OFFERING CAMPAIGN

1. PLAN

Form a leadership team. Prayerfully set your 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 2025 offering season in your church.

Check out the Creative Campaign Ideas resource and Social Media Kit at **AnnieArmstrong.com**

Show the featured missionary videos to inspire your congregation to be part of the missions emphasis.

3. PARTICIPATE

Challenge your church to pray for missionaries during the Week of Prayer for North American Missions. You can 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 the North American Mission Board (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**

WHERE TO FIND PROMOTIONAL RESOURCES

1. VISIT 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 are available at NAMB.net/Promotional-Resources

Find video and print materials to educate your church during any season.



DVD Available Separately