

**Annie Armstrong**  
Easter Offering®

# STEP INTO THE **STORY**



**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](https://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



**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 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](mailto:AAEO@namb.net) | [facebook.com/aaeo.sbc](https://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](https://AnnieArmstrong.com/Stories)



JOSHUA AND BRITTANY  
**BROWN**  
SNEADS FERRY, NORTH CAROLINA



DAVID AND SARA  
**GASKINS**  
PROVO, UTAH



OSVALDO AND VANESSA  
**LERMA**  
LAREDO, TEXAS



TYLER AND ASHLEY  
**MARTIN**  
BAR NUNN, WYOMING



LEO AND MIOSHA  
**ROBINSON**  
FLINT, MICHIGAN



CHRISTIAN AND LAURA  
**ROWLAND**  
LANGLEY, BRITISH COLUMBIA

# 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](https://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** **1/3** 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.



YOUR GIFTS

# 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](http://AnnieArmstrong.com/StateConventions)  
Each convention maintains an inventory of free print resources for churches.

Year-round resources are available at  
[NAMB.net/Promotional-Resources](http://NAMB.net/Promotional-Resources)

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



**DVD Available Separately**