

# CREATIVE CAMPAIGN IDEAS FOR CHURCHES

Thank you for partnering with the North American Mission Board (NAMB) as we work together to share the gospel throughout the United States, Canada, and their territories. To help you prepare for this year's Annie Armstrong Easter Offering® (AAEO), here are best practices and creative ideas from SBC churches like yours.

## Where to Find Promotional Resources



*Chinese, English, Korean, Spanish*

Visit [AnnieArmstrong.com](https://www.anniearmstrong.com) for:

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

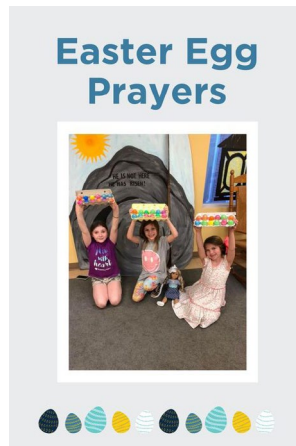
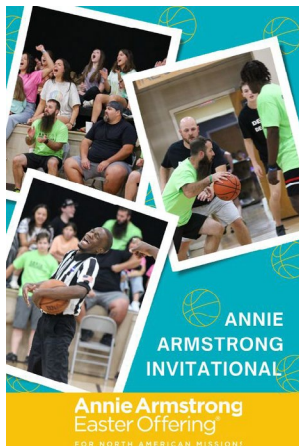
Order print resources from your state convention office. See the directory at [AnnieArmstrong.com/StateConventions](https://www.anniearmstrong.com/StateConventions)

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

## How to Get Started:

- Set an offering goal. You can also set individual goals for children and youth.
- Promote the goal through your bulletin, website, social media channels, and worship announcements. Hang posters of the goal in high-traffic areas.
- Use the AAEO graphics package for your bulletin, worship visuals, and website.
- Use AAEO social media kit graphics for your social media channels. Create posts with your campaign pictures and progress toward the goal.
- Create a missions bulletin board in a high-traffic area with the AAEO theme, Scripture verse, and print resources. A customizable promotional banner is available [here](#). Other visuals to consider are a map of North America and a way to track progress toward your goal like a thermometer or an Easter egg shaded to show progress. You could also use a light-up sign to track your progress, with every light representing a designated dollar amount.
- Place offering envelopes in pews or your bulletin.
- Print and distribute the Annie Armstrong biography bulletin [inserts](#).
- Play a missionary video each week in your worship service. Pray for the offering and featured missionary.

- Play the Annie Armstrong biography video, **“Unstoppable,”** in your worship service to educate members about her work and why the offering is named in her honor.
- Promote the Week of Prayer for North American Missions beginning the first Sunday in March or designate another special week. Distribute Prayer Guides or use them as a bulletin insert.
- Download and distribute the AAEO mission studies for **children, youth,** and **adults** to inspire every age level with stories from the field.
- Plan a special Sunday as North American Missions Day.
- Gather testimonial quotes from givers in your church describing why they support AAEO. Use the quotes on your bulletin board, bulletins, and social media.

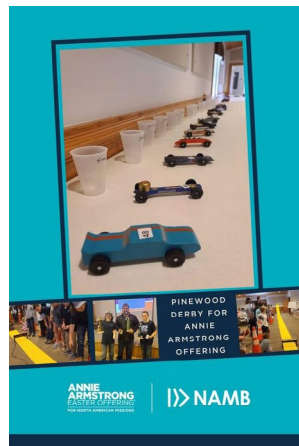
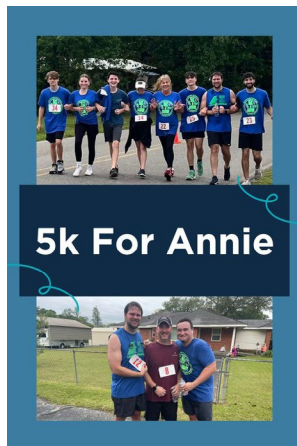


### Ideas for Adults

- Use the adult mission study and missionary videos from the promotional resources in your groups. Encourage members to set a personal amount they plan to give.
- Challenge members to give up buying coffee or eating out and donate the money to the offering.
- Host a “Taste of Missions” meal with foods representing each city or ethnic group where the featured missionaries serve.
- Plan a churchwide fundraiser with booths that include games. Have families donate candy or other small toys as prizes.
- Organize an Easter Basket Auction. Have congregants donate items for the Easter baskets.
- Plan a Bake-Off or Chili Cook-Off. Include an entry fee and have the church staff serve as judges.
- Hold a long-distance cycling challenge to spotlight the offering and request donations.
- Plan a “Donuts with Dad” or “Muffins with Mom” event. Ask parents to bring their children for fellowship and breakfast to learn about Annie Armstrong.
- Create a program where each group or family “adopts” a missionary to pray for throughout the year. Encourage them to give to the offering to support their adopted missionary.
- Encourage church members to participate in a fitness challenge, like running, walking, or cycling, where they get sponsors to donate a certain amount for each mile or minute of exercise.

## Ideas for Youth

- Use the youth mission study and missionary videos from the promotional resources. Encourage youth to set a personal amount they plan to give.
- Invite a NAMB missionary to meet with your youth group over a video call. You can find contact information for missionaries [here](#).
- Plan a date night for parents who drop their kids off at church. Youth and adult volunteers will watch the kids for a small fee (per child) while parents have a night out. All proceeds go to the offering.
- Plant flowers, do yard work, or complete simple chores for church members for a small fee. All proceeds go to the offering.
- Take Easter-Gram orders for a customized Easter treat during the Week of Prayer. Have church members donate chocolates and candies or consider asking a florist to donate flowers.
- Hold a pinewood derby competition. Building and designing cars can begin in February. Have an entry fee for the derby that will go to the offering.
- Hold a dessert auction. Have families or local bakeries donate baked goods.
- Host a churchwide picnic potluck. Ask youth to volunteer as servers, and collect tips to be given to the offering.
- Plan a 3-on-3 basketball tournament with all entry fees given to the offering.
- Plan a 5K church event with an entry fee for each runner or walker. All proceeds will go to the offering.



## Ideas for Children

- Use the children's mission study and missionary videos from the promotional resources in children's Sunday School classes or missions groups. Have a time of prayer for the missionary family.
- Plan an art class or camp for children to learn art techniques from church members. Options may include painting, crocheting, or jewelry making. Ask parents, church members, and vendors to donate supplies. Use the class or camp fee to give to the offering.
- Help children create spare change jars and place them around the church to collect money for the offering.

- Allow children to decorate coffee cup sleeves with the names of missionaries. Distribute them during the Week of Prayer for North American Missions beginning the first Sunday in March.
- Distribute empty plastic eggs for each child and have them fill the egg with change to hang on an Easter Egg Tree for Annie.
- Help kids create and decorate an Annie Armstrong bank to take home. They should ask parents for extra chores and put their earnings in the banks to donate to the offering.
- Have kids decorate a “Lemon Aid for Annie” stand. Ask parents or vendors to donate supplies for a lemonade and cookie bake sale.
- Host a Pancake Breakfast Fundraiser on a Sunday morning around Easter. Ask local grocery stores to donate ingredients and give the proceeds to the offering.
- Organize a Bike-A-Thon and have children collect pledges for each mile or minute biked.
- Following in the footsteps of Annie Armstrong, help children write letters to church members asking congregants to give.

