

Annie
Armstrong
Easter
Offering®

YOUR GENEROSITY IS
more than a gift



2026
PROMOTION
GUIDE

WEEK OF PRAYER FOR
NORTH AMERICAN MISSIONS

MARCH 1-8, 2026



*Your **generosity** fuels a movement that's transforming North America.*

God can do far more abundantly than all we ask or imagine, and He's doing it through you.

When you and your church pray and give to the Annie Armstrong Easter Offering, your generosity joins with thousands of other churches to send and support missionaries across North America.

You're helping plant churches where none existed. You're meeting real needs in hard-to-reach places. You're sharing the hope of the gospel with people in communities that desperately need it.

That's why your gift to the Annie Armstrong Easter Offering is more than a gift—it's a lifeline of hope.

Please use this promotion guide to help you lead your church to pray and give this Easter season!

YOUR GIFTS TO THE ANNIE ARMSTRONG EASTER OFFERING:

- Support more than **3,000** missionaries and their families.
- Enable **hundreds** of churches to be planted and **thousands** of disciples to be made every year.
- Continue the SBC's **181-year** commitment to North American missions.

2026 NATIONAL OFFERING GOAL:

\$80 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: **378**

Estimated Lost: **291** 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. She encouraged Southern Baptists to pray, give, and go, believing that, together, God could do more through them than they asked or imagined.

In over a century, churches and individuals have contributed more than \$2 billion to North American missions. But the Annie Armstrong Easter Offering is **more than a gift**. It's fueling a movement for gospel impact now and for eternity.



YOUR GENEROSITY IS
more than a gift

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



JORDAN AND JESSAMY
ADAMS
WEST LAFAYETTE, INDIANA



ANDREW MARK AND PETRA
ADIL
MONTREAL, QUEBEC



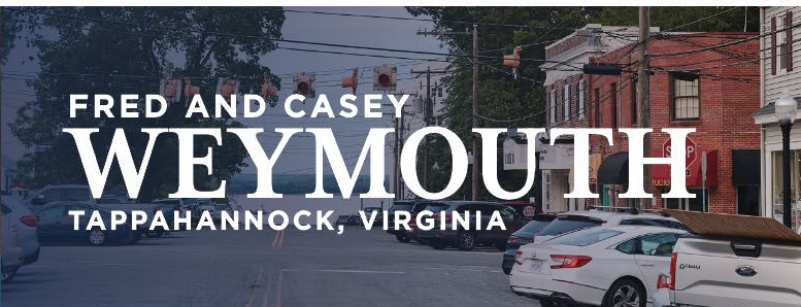
TROY AND CHANEL
GAUSE
MARRERO, LOUISIANA



OSCAR AND WENDY
ORTIZ
RÍO GRANDE, PUERTO RICO



FRED AND CASEY
WEYMOUTH
TAPPAHANNOCK, VIRGINIA



See their stories of impact at AnnieArmstrong.com/Stories

Your Gifts at Work

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

\$15 Coffee with an unreached person

\$40 Discipleship meal with a new believer

\$200 Print materials for a new church launch

\$400 Portable baptismal and heater

\$800 Backyard Bible Club

\$2,000 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

\$100,000 Fully sponsor a new church plant

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



Kingdom Impact

Since 2010, Southern Baptists have planted

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.

24%

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

24%

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

Statistics from NAMB Research

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 2026 offering season in your church.
- Check out the **Creative Campaign Ideas** resource and **Social Media Kit** at **AnnieArmstrong.com/Resources**.
- 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/Give**

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.