

ANNIE ARMSTRONG EASTER OFFERING 2026 SOCIAL MEDIA KIT FOR CHURCHES

Thank you for partnering with the North American Mission Board (NAMB) to promote the 2026 Annie Armstrong Easter Offering (AAEO). Your church's participation is fuel for the mission, sending more than 3,000 missionaries to share Jesus and bring hope to communities across North America. Every story you share, every prayer you lift and every dollar you give is more than a gift; it's a life transformed.

MORE THAN A GIFT

Over 291 million people in North America are living without the hope of the gospel. Some have no church nearby. Others attend a church that may soon close. Many don't have access to God's Word in their own language. Without the Good News, they will face life and eternity without Christ.

This social media kit will help you emphasize the importance of the offering with your church and will provide posting tips throughout the campaign season, along with sample posts and graphics.

This content aims to help you:

1. Announce the 2026 AAEO season launch
2. Remind your church members of the purpose and mission of NAMB and AAEO
3. Share missionary stories each day during the 2026 Week of Prayer
4. Encourage your members to give and engage in the bigger online conversation

GENERAL TIPS FOR SHARING ABOUT THE ANNIE ARMSTRONG EASTER OFFERING

- Follow NAMB's [Annie Armstrong page on Facebook](#) for posts and videos you can share on your church's social media accounts throughout the season.
- Follow NAMB on [X \(formerly Twitter\)](#) and [Instagram](#) for content you can share throughout the season on your church's social media accounts.
- Use hashtag #AnnieArmstrong to share creative ways your church is raising awareness and contributions. We'll keep an eye out and share these on our social media pages.
- During the Week of Prayer, **March 1-8, 2026**, share missionary features from the Annie Armstrong Facebook Page, NAMB X, and NAMB Instagram.
- The sample posts on the following pages are designed to make this easy for you. All you have to do is copy, paste, and post to your church's social media channels.

SAMPLE POSTS

THEME



Your generosity is more than a gift. When your church gives to the Annie Armstrong Easter Offering, it's not just dollars in an offering. It's the fuel God uses to send missionaries, plant churches, and bring the hope of Jesus to the lost across North America.

Photo file name:

AAEO26-Theme-Horizontal-English

AAEO26-Theme-Square-English

AAEO26-Theme-Vertical-English

WHO IS ANNIE?



Born in Baltimore, Maryland, at a time when women had few opportunities, #AnnieArmstrong was an unstoppable force for missions. She organized women to pray, give, and meet the needs around them. She challenged pastors and churches to action and rallied vital support for missionaries.

Visit bit.ly/WholsAnnie to watch her story and be inspired to follow her example by giving to our annual offering for North American missions.

Photo file name:

AAEO26-Who is Annie-Horizontal-English

AAEO26-Who is Annie-Square-English

AAEO26-Who Is Annie-Vertical-English

LAUNCH OF SEASON



The need for the gospel in North America has never been greater. But God is moving in powerful ways through more than 3,000 missionaries supported by the Annie Armstrong Easter Offering. When you give, it's more than a gift; it's fuel for the Great Commission.

Photo file name:

AAEO26-291 Million-Horizontal-English

AAEO26-291 Million-Square-English

AAEO26-291 Million-Vertical-English

INSPIRE YOUR CHURCH TO GIVE



Option 1:

Every dollar given equips missionaries, plants churches, and helps reach people with the hope of Jesus. Together, we're part of something bigger than ourselves. This is more than an offering; it's a kingdom movement.

Option 2:

When you give to Annie Armstrong, it's more than a gift; it's a life-changing investment. Your generosity enables people to encounter the gospel, experience healing, and walk in the fullness of God's purpose. With each dollar, hearts are opened, lives are renewed, and communities are changed forever.

Photo file name:

AAEO26-100%-Horizontal-English

AAEO26-100%-Square-English

AAEO26-100%-Vertical-English

Option 3:



This is what your gifts to the #AnnieArmstrong Offering make possible! That's 11,000+ communities that otherwise might not have a gospel presence without your support.

Photo file name:

AAEO26-11,000 Churches-Horizontal-English

AAEO26-11,000 Churches-Square-English

AAEO26-11,000 Churches-Vertical-English

WEEK OF PRAYER - DAY ONE:



Jordan and Jessamy planted The Chapel in West Lafayette, IN. The church baptized 81 college students in its first year! Your generosity is more than a gift; it fuels life-change.

Photo file name:

AAEO26_Week of Prayer_Day 1_Horizontal

AAEO26_Week of Prayer_Day 1_Square

AAEO26_Week of Prayer_Day 1_Vertical

WEEK OF PRAYER - DAY TWO:



From chasing a fix, to finding the Fix. Fred & Casey Weymouth were once homeless heroin addicts. Then they met Jesus, and everything changed. Now they've planted The Fix Church in Richmond, VA, where people are finding freedom & hope in Christ.

Photo file name:

AAEO26_Week of Prayer_Day 2_Horizontal

AAEO26_Week of Prayer_Day 2_Square

AAEO26_Week of Prayer_Day 2_Vertical

WEEK OF PRAYER - DAY THREE:



Once addicted to pills & heroin, Will Buchanan thought his life was over. But God had other plans. Today, Will is a pastor in Hanover, VA, one of many transformed through The Fix, a church plant & recovery program. Only Jesus makes this kind of change possible.

Photo file name:

AAEO26_Week of Prayer_Day 3_Horizontal

AAEO26_Week of Prayer_Day 3_Square

AAEO26_Week of Prayer_Day 3_Vertical

WEEK OF PRAYER - DAY FOUR:



In Montreal, where it is less than 1% evangelical, Andrew Adil's church plant is seeing God move in amazing ways. From Friday night street conversations to baptizing 10 people in their first year, the gospel is spreading where many thought it couldn't.

Photo file name:

AAEO26_Week of Prayer_Day 4_Horizontal

AAEO26_Week of Prayer_Day 4_Square

AAEO26_Week of Prayer_Day 4_Vertical

WEEK OF PRAYER - DAY FIVE:



A tiny, aging church was months from closing until they hired Troy Gause to mow the lawn. What started as a landscaping job turned into a God-sized miracle. Troy, a church planting missionary, connected with Ames Boulevard Baptist Church's faithful few, and together, they re-launched Cross Community Church. Now? Baptisms, salvations, and life are back in the building. God raised this church from the dead.

Photo file name:

AAEO26_Week of Prayer_Day 5_Horizontal

AAEO26_Week of Prayer_Day 5_Square

AAEO26_Week of Prayer_Day 5_Vertical

WEEK OF PRAYER - DAY SIX:



Leon & Javon Every drove by a church for years until one packed parking lot made them curious. A few Sundays later, they walked in, and their story changed forever. With missionaries Troy & Chanel Gause, Ames Boulevard Baptist Church was replanted to reach people like the Everys. They are now seeking Christ and seeing their children and grandchildren transformed.

Photo file name:

AAEO26_Week of Prayer_Day 6_Horizontal

AAEO26_Week of Prayer_Day 6_Square

AAEO26_Week of Prayer_Day 6_Vertical

WEEK OF PRAYER - DAY SEVEN:



Oscar & Wendy Ortiz started Iglesia Bautista Esperanza Eterna knowing one church wouldn't be enough. With 46,000 people and almost no gospel witness in their community, they're already planting the next church in Loíza, with help from Send Relief teams building relationships and opening doors. Small in size, big in faith. God is doing more than they imagined.

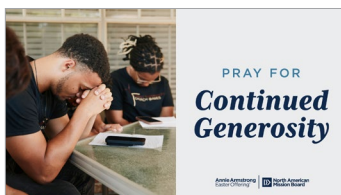
Photo file name:

AAEO26_Week of Prayer_Day 7_Horizontal

AAEO26_Week of Prayer_Day 7_Square

AAEO26_Week of Prayer_Day 7_Vertical

WEEK OF PRAYER - DAY EIGHT:



Thousands of churches praying. Mission teams showing up. Letters flooding in. The Annie Armstrong Easter Offering isn't just an offering; it's God multiplying your generosity in ways you can't even imagine. It really is more than a gift.

Photo file name:

AAEO26_Week of Prayer_Day 8_Horizontal

AAEO26_Week of Prayer_Day 8_Square

AAEO26_Week of Prayer_Day 8_Vertical