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**2023 Annie Armstrong Easter Offering**

* National Goal - $70 million
* Week of Prayer for North American Missions – Sunday, March 5 through Sunday, March 12
* Offering Theme – United: Called to be One
* Theme Verse – Philippians 2:1-2 (CSB)
* Offering Resources Available: [www.AnnieArmstrong.com](http://www.AnnieArmstrong.com)
* Week of Prayer Featured Missionaries
* Sunday, March 5 – Kay Bennett, New Orleans, Louisiana
* Monday, March 6 – Vergil and Kelsey Brown, Portland, Oregon
* Tuesday, March 7 – Sam and Joanna Choi, Minneapolis, Minnesota
* Wednesday, March 8 – Philip and Andi Coleman, Anchorage, Alaska
* Thursday, March 9 – Emanuel and Ioana Grozea, Ridgewood, New York
* Friday, March 10 – Matt and Amanda Hadden, Porcupine, South Dakota
* Saturday, March 11 – Matt and Ruth Lahey, St. John’s, Newfoundland
* Sunday, March 12—Angel and Vanesa Viveros, Lincoln, Nebraska
* Media Contact: For information or interview requests with NAMB’s Week of Prayer missionaries, contact media@namb.net.

**Overview**

The generous giving of Southern Baptists to the Annie Armstrong Easter Offering (AAEO) is making an eternal impact across North America. For more than 178 years, we’ve joined together to fuel thousands of missionaries as they are sent to plant churches and serve the needs of people who desperately need a gospel witness.

Because we give and pray, missionaries are taking the hope of Christ to cities, small towns, college campuses and military bases. Many of these communities completely lack a gospel presence. There are people there who have never heard the name of Jesus. Even in areas once reached by the gospel, Christianity is waning and the need for missionaries and new churches is increasing.

This great spiritual need is the reason church planting is critically important. And there is good news.

Since 2010, Southern Baptists have planted more than 9,400 churches. In 2021, we came together to add 1,108 congregations to the Southern Baptist Convention (SBC). If we continue at this rate, by 2030 one-third of the SBC will be made of churches planted since 2010.

Last year, Southern Baptists locked arms to give the highest Annie Armstrong offering ever—$68.9 million. Every dollar went to the field to fuel the work of missionaries. This year’s national goal is $70 million. Together, let’s reach and exceed it to support those currently serving and to send even more to expand Christ’s kingdom across North America.