



Annie
Armstrong
Easter
Offering®


UNITED

CALLED TO BE ONE

PROMOTION GUIDE

Week of Prayer for
North American Missions

March 5-12, 2023



Your generous giving to the annual Annie Armstrong Easter Offering makes an eternal impact across North America. You and your church are the fuel that enables thousands of missionaries to be sent, to plant churches and to serve the needs of people who desperately need a gospel witness.

We're asking you to unite with us again in 2023 to continue this mission that is transforming lives.

This guide and the resources found at AnnieArmstrong.com will help you lead your church's efforts to pray and give generously.

Your gifts to the Annie Armstrong Easter Offering:

- Support more than **2,400** missionaries and their families.
- Enable **hundreds** of churches to be planted and **thousands** of disciples to be made.
- Continue the SBC's **178-year** commitment to North American missions.

2023 National Offering Goal:

\$70 MILLION

Annie Armstrong (1850–1938) was a bold advocate for missionaries and their work. She championed missions support among Southern Baptists churches and helped create a rich legacy of people awakened and responding to God's call to pray, give and go.

Since 1895, the Annie Armstrong Easter Offering has empowered Southern Baptists' missional work to reach the U.S., Canada and their territories. Generation after generation, we've united to reach people born on our shores and the nations who come here to make a new home.



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 the territories of Puerto Rico, U.S. Virgin Islands, Guam and American Samoa.

- **Population: 371 million**
- **Languages: 350**
- **Estimated lost: 281 million**

Statistics from U.S. Census Bureau and NAMB Research.

WHERE TO FIND PROMOTIONAL RESOURCES

1. 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 available at NAMB.net/Promotional-Resources

Video and print materials to educate your church during any season.



DVD Available Separately

Week of Prayer Missionaries

Watch their inspiring stories at AnnieArmstrong.com/Stories

A portrait of Kay Bennett, a woman with long brown hair and bangs, smiling. She is wearing a black t-shirt with a small logo on the right chest. The background is a blurred outdoor setting with green foliage.

Kay
BENNETT
New Orleans, Louisiana

A portrait of Vergil and Kelsey Brown. Vergil is a man with a beard and glasses, wearing a grey zip-up sweater. Kelsey is a woman with long brown hair, wearing a dark jacket. They are standing in front of a dark wall with yellow text that reads "DANTE'S - LIVE".

Vergil and Kelsey
BROWN
Portland, Oregon

A portrait of Sam and Joanna Choi. Sam is a man with short dark hair, wearing a green t-shirt. Joanna is a woman with long blonde hair, wearing a black top. They are standing in front of a stone building with a blue sky in the background.

Sam and Joanna
CHOI
Minneapolis, Minnesota

A portrait of Philip and Andi Coleman. Philip is a man with glasses and a beard, wearing a black puffer jacket. Andi is a woman wearing a grey beanie and a purple jacket. They are standing outdoors with a mountain range in the background.

Philip and Andi
COLEMAN
Anchorage, Alaska

A portrait of Emanuel and Ioana Grozea. Emanuel is a man with short dark hair, wearing a dark blue polo shirt. Ioana is a woman with long brown hair, wearing a grey patterned top. They are standing outdoors with trees in the background.

Emanuel and Ioana
GROZEA
Ridgewood, New York

A portrait of Matt and Amanda Hadden. Matt is a man with short dark hair and a beard, wearing a grey polo shirt. Amanda is a woman with long brown hair, wearing a purple top. They are standing outdoors with green foliage in the background.

Matt and Amanda
HADDEN
Porcupine, South Dakota

A portrait of Matthew and Ruth Lahey. Matthew is a man with a beard, wearing a light grey sweater. Ruth is a woman with long dark hair, wearing a denim jacket. They are standing outdoors with trees in the background.

Matthew and Ruth
LAHEY
St. John's, Newfoundland

A portrait of Angel and Vanesa Viveros. Angel is a woman with dark hair, wearing a light blue t-shirt. Vanesa is a man with short dark hair, wearing a light blue t-shirt with a green logo. They are standing outdoors with trees in the background.

Angel and Vanesa
VIVEROS
Lincoln, Nebraska

HELP UNITE NORTH AMERICA WITH THE HOPE OF THE GOSPEL

Learn more or give online at:
AnnieArmstrong.com

Annie Armstrong Easter Offering® is a registered trademark of WMU.

PLANNING YOUR OFFERING CAMPAIGN

1. Plan

- Form a leadership team. Pray, and set an 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 2023 offering season in your church.
- Check out the Creative Campaign Ideas and Social Media Kit at **AnnieArmstrong.com**
- Show the featured videos to inspire your congregation to be part of this year's special emphasis.

3. Participate

- Challenge your church to pray for missionaries during the Week of Prayer for North American Missions. 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 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**

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.

YOUR GIFTS AT WORK

Your gifts support **more than 2,400 missionaries and their families** across North America.

How Your Gifts Resource Missionaries

\$25

Meal with an
unreached person

\$100

Subscriptions for
training resources

\$300

Bibles and discipleship
materials

\$500

Neighborhood
outreach event

\$1,000

Emergency travel assistance
for
missionary family

\$1,500

Monthly worship
facility rent

\$10,000

Worship and office
equipment for a new church
plant

\$30,000

One year of support
for a church planter

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



281 million
Estimated Lost

NAMB and Southern Baptists came together to add **1,018** new congregations in 2021

Since 2010, Southern Baptists have planted more than **9,400** churches across North America

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.



21% of all Southern Baptist churches outside the South **have been started since 2010.**



23% of all Southern Baptist church baptisms outside the South came from churches started **since 2010.**