

ANNIE ARMSTRONG EASTER OFFERING 2024 SOCIAL MEDIA KIT FOR CHURCHES

Thank you for partnering with the North American Mission Board (NAMB) to promote the 2024 Annie Armstrong Easter Offering (AAEO). Your church's participation is vital for equipping missionaries across North America. Thank you for sharing their stories and how they are making Jesus known in their communities and seeing lives changed through the power of the gospel.

MAKE JESUS KNOWN

An estimated 281+ million people in North America live without gospel hope. Some of them live in communities where there is no gospel-preaching church. Others reside where the only church is about to shut its doors for good. Some of them have no access to the gospel in their language. They will walk through this life without the love and hope of Christ and spend eternity in hell if we don't prioritize sharing the Good News with them. Your church's generosity through AAEO is the financial fuel for missionaries as they share the life-changing love of Jesus through church planting and compassion ministry.

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

This content aims to help you:

1. Announce the 2024 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 2024 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.
- Follow NAMB's [Annie Armstrong Easter Offering Board](#) on Pinterest for creative suggestions, resources and practical tips.
- Use hashtag [#AnnieArmstrong](#) to share creative ways your church is raising awareness and contributions. We'll keep an eye out to share these on the Annie Armstrong Facebook Page.
- During the Week of Prayer, **March 3-10, 2024**, 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 and paste, then post to your church's social media channels.

SAMPLE POSTS

- All sample posts on the following pages are the correct length for Facebook, X and Instagram.
- Posts with a link will automatically populate on X and Facebook.
- We recommend using the correct size image for each platform.
 - Facebook and X: 1920x1080
 - Instagram: 1080x1080
 - Facebook or Instagram Story: 1080x1920

THEME



Facebook / Instagram:

Our church exists for one purpose: to make Jesus known. Millions of people in the United States and Canada have no relationship with Jesus Christ. That's why we're partnering with thousands of churches through the #AnnieArmstrong Easter Offering to raise up and send out new missionaries to meet needs, plant new churches and share gospel hope with the nations in North America.

Photo file name: AAEO_2024_Social Kit_Theme_IG FB.png

Shortened for X:

Our church exists for one purpose: to make Jesus known. That's why we're partnering with thousands of churches through the #AnnieArmstrong Easter Offering to send out new missionaries to meet needs, plant new churches and share the gospel in North America.

Photo file name: AAEO_2024_Social Kit_Theme_X.png

WHO IS ANNIE?



Facebook / Instagram:

Born in Baltimore, Maryland, at a time when there was little opportunity for women, #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: AAEO_2024_Social Kit_Who Is Annie_IG FB.png

Shortened for X:

Born when there weren't many opportunities for women, #AnnieArmstrong was an unstoppable force for missions. She challenged churches to pray for and support missionaries serving in North America & around the world.

Visit bit.ly/WholsAnnie to learn her story.

Photo file name: AAEO_2024_Social Kit_Who Is Annie_X.png

LAUNCH OF SEASON



Facebook/Instagram:

The need and costs to do missions work in North America have never been greater. But God is doing amazing things through the nearly 3,000 missionaries we support through the #AnnieArmstrong Easter Offering. We're excited to share some of their stories, and we can't wait to see the generous ways our church family will give this year!

Photo file name: AAEO_2024_Social Kit_Estimated Lost_IG FB.png

Shortened for X:

The need and costs to do missions work in North America have never been greater. But God is doing amazing things through the nearly 3,000 missionaries we support through the #AnnieArmstrong Easter Offering. Follow along as we share some of their stories!

Photo file name: AAEO_2024_Social Kit_Estimated Lost_X.png

INSPIRE YOUR CHURCH TO GIVE: OPTION 1



Facebook / Instagram:

With secularism on the rise and Christianity in decline, our missionaries need our support more than ever. Please plan to give generously to help meet our #AnnieArmstrong Offering goal.

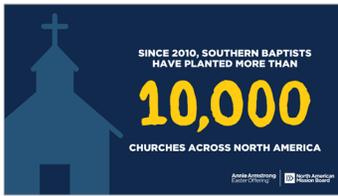
Photo file name: AAEO_2024_Social Kit_Our Church Goal_IG FB.png

Shortened for X:

With secularism on the rise and Christianity in decline, our missionaries need our support more than ever. Please plan to give generously to help meet our #AnnieArmstrong Offering goal.

Photo file name: AAEO_2024_Social Kit_Our Church Goal_X.png

INSPIRE YOUR CHURCH TO GIVE: OPTION 2



Facebook / Instagram:

This is what your gifts to the #AnnieArmstrong Offering make possible! That's 10,000+ communities that otherwise might not have a gospel presence without your support.

Give this year to keep this momentum going!

Photo file name: AAEO_2024_Social Kit_10k Church Plant_IG FB.png

Shortened for X:

This is what your gifts to the #AnnieArmstrong Offering make possible! That's 10,000+ communities that otherwise might not have a gospel presence without your support.

Give this year to keep this momentum going!

Photo file name: AAEO_2024_Social Kit_10k Church Plant_X.png

INSPIRE YOUR CHURCH TO GIVE: OPTION 3



Facebook / Instagram:

"Every gift, no matter how big or small, is important because they are what God is using to build His kingdom." - Kevin Ezell, President of the North American Mission Board

Give today to our #AnnieArmstrong Offering to help us meet our goal and support North American missionaries!

Photo file name: AAEO_2024_Social Kit_100%_IG FB.png

Shortened for X:

"Every gift, no matter how big or small, is important because they are what God is using to build His Kingdom." - Kevin Ezell, President of @NAMB_SBC

Give today to our #AnnieArmstrong Offering to help us meet our goal and support North American missionaries!

Photo file name: AAEO_2024_Social Kit_100%_X.png

WEEK OF PRAYER SAMPLE POSTS - DAY ONE:



371+ million people are living in North America. Each one has a different name, story and background. What they all have in common is their need for the gospel. It's estimated that 281+ million of them do not know Jesus personally. We're starting this #AnnieArmstrong Week of Prayer by asking for God's intervention in their lives, and we're praying for the Lord to raise up more missionaries to share the Good News with them.

Photo file name: AAEO_2024_Social Kit_WOP_Day 1_IG FB.png

Day 1 - X:

An estimated 281+ million people in North America live without Christ. We're starting this #AnnieArmstrong Week of Prayer by asking God to raise up more missionaries to share the Good News with those in need of gospel hope.

Photo file name: AAEO_2024_Social Kit_WOP_Day 1_X.png

WEEK OF PRAYER SAMPLE POSTS - DAY TWO:



Day 2 - Facebook / Instagram:

#AnnieArmstrong missionaries Jefferson and Carol Hernandez live in one of the wealthiest counties in America. Lured by the promise of high-paying jobs, immigrants from Central and South America are moving there in record numbers. But many of them are unreached by the gospel. Today, we ask God to give the Hernandez family opportunities to build relationships with their immigrant neighbors. We also pray that their church, Campo Blanco, will be a congregation that trains and sends out new missionaries to start new churches.

Photo file name: AAEO_2024_Social Kit_WOP_Hernandez_IG FB.png

Day 2 - X:

In record numbers, immigrants from Central & South America are moving to Sterling, VA. Many of them are unreached by the gospel. Today, we're praying for #AnnieArmstrong missionaries Jefferson & Carol Hernandez as they meet their neighbors' physical & spiritual needs.

Photo file name: AAEO_2024_Social Kit_WOP_Hernandez_X.png

WEEK OF PRAYER SAMPLE POSTS - DAY THREE:



Day 3 - Facebook / Instagram:

"People here are wide open to spiritual conversations." This is what missionaries Joseph and Kristen Gibbons have learned since moving from Alabama to Las Vegas, Nevada, to plant a new church. On Day 3 of the #AnnieArmstrong Week of Prayer, we're praying for God to provide the Gibbons family with the wisdom they need to disciple new believers.

Photo file name: AAEO_2024_Social Kit_WOP_Gibbons_IG FB.png

Day 3 - X:

On Day 3 of the #AnnieArmstrong Week of Prayer, we're praying for God to provide missionaries Joseph and Kristen Gibbons with evangelistic opportunities and wisdom as they make disciples in Las Vegas, Nevada.

Photo file name: AAEO_2024_Social Kit_WOP_Gibbons_X.png

WEEK OF PRAYER SAMPLE POSTS - DAY FOUR:



Day 4 - Facebook / Instagram:

Did you know your generosity to the #AnnieArmstrong Easter Offering supports missionaries fighting against human trafficking? Faith Garland is one of these missionaries. By sharing the love of Christ with men and women on the street and even in strip clubs, she and her team at the Send Relief Ministry Center in Boston are building essential relationships to show survivors of exploitation that hope, freedom and healing are available. Today, we're praying for God to bless Faith and her volunteers' interactions with the most vulnerable and for more churches to join the fight against trafficking.

Photo file name: AAEO_2024_Social Kit_WOP_Garland_IG FB.png

Day 4 - X:

Today, pray for Faith Garland, one of the missionaries we support through the #AnnieArmstrong Easter Offering, as she and her team share the love of Christ with human trafficking and abuse survivors in Boston, Massachusetts.

Photo file name: AAEO_2024_Social Kit_WOP_Garland_X.png

WEEK OF PRAYER SAMPLE POSTS - DAY SIX:



Day 6 - Facebook / Instagram:

Foster care and church planting are the two hardest things #AnnieArmstrong missionaries Josh and Beth Glymph say they've ever done. They never imagined one would open doors to the other. Ortega, a community in Jacksonville, FL, where the Glymphs live, had almost no gospel witness. What it does have, however, are adoptive and foster families in need of support. And since Josh and Beth personally understand the unique needs of foster families, they are leading their church planting team to meet these needs for local families. Refuge Church is growing because of its reputation as a place of support for those who've opened their homes and hearts to vulnerable children. On Day Six of this Week of Prayer, we ask the Lord to provide new witnessing relationships out of Refuge Church's adoption and foster care ministry.

Photo file name: AAEO_2024_Social Kit_WOP_Glymph_IG FB.png

Day 6 - X:

The community of Jacksonville, FL, where #AnnieArmstrong missionaries Josh & Beth Glymph live, had almost no gospel witness. What it does have is adoptive & foster families in need of support. Pray for the Glymph family as their church plant shares the love of Christ with these families.

Photo file name: AAEO_2024_Social Kit_WOP_Glymph_X.png

WEEK OF PRAYER SAMPLE POSTS - DAY SEVEN:



Day 7 - Facebook/Instagram:

Missionaries Noelson and Edna Chery had no plans to start a church. But when other families in their community began to hear about the home Bible study the Cherys were doing with their children, the neighbors asked if their kids could join. And that's how their family Bible study grew into Metanoia Baptist Church—where the next generation of Haitian Americans in Philadelphia are learning about Jesus every week. Today, pray for more mentoring relationships between young and older believers at Metanoia Baptist Church. | #AnnieArmstrong

Photo file name: AAEO_2024_Social Kit_WOP_Chery_IG FB.png

Day 7 - X:

Join us in praying for #AnnieArmstrong missionaries Noelson and Edna Chery as they plant a church for the next generation of Haitian Americans in Philadelphia, Pennsylvania.

Photo file name: AAEO_2024_Social Kit_WOP_Chery_X.png

WEEK OF PRAYER SAMPLE POSTS - DAY EIGHT:



Day 8 – Facebook/Instagram:

Almost 3,000 Southern Baptist North American missionaries are starting new churches and meeting physical needs with the goal of making Jesus known to every man and woman. We're closing this #AnnieArmstrong Week of Prayer by asking God to provide the resources these missionaries need to do the ministry He has called them to do. We're also praying for the Holy Spirit to move in our church family's hearts and inspire us to support these gospel laborers by giving generously this year and joining the mission to make Jesus known across North America.

Photo file name: AAEO_2024_Social Kit_WOP_Day 8_IG FB.png

Day 8 – X:

Thanks for following along & praying with us this week! Today, we're praying for God's provision for our nearly 3,000 missionaries serving in North America. Ask God what He would have you give to #AnnieArmstrong this year to support these missionaries as they make Jesus known.

Photo file name: AAEO_2024_Social Kit_WOP_Day 8_X.png

