

CREATIVE CAMPAIGN IDEAS FOR CHURCHES

The North American Mission Board (NAMB) appreciates your partnership as we work together to share the gospel throughout the United States and Canada. To help you prepare and create inspiration for this year's Annie Armstrong Easter Offering® (AAEO), here are best practices and creative ideas from SBC churches like yours.

Please click the links to view and learn more.

AAEO Resources to Order or Find Online



Chinese, English, Korean, Spanish

- To order free printed promotional materials (posters, prayer guides, envelopes, promotion guides and DVDs), please go through your [State Convention](#) office. Each convention maintains an inventory to resource their churches.
- Find missionary video features online at AnnieArmstrong.com/Resources or on the DVD.
- To download Annie Armstrong's biographical information and video, visit the [Who is Annie?](#) page on AnnieArmstrong.com.
- For additional online resources, including graphics, bulletin inserts, social media kit, sermon outline, studies on missions and information about the offering, go to AnnieArmstrong.com/Resources.

Getting Started

- Set an offering goal, and promote it in your bulletin, website, social media channels and worship announcements.
- Hang posters in high-traffic areas. Place offering envelopes in pews or into the bulletin.
- Use AAEO graphics (logos and artwork), presentation slides and ads for your church bulletin, worship visuals and website.
- Use AAEO social media kit graphics and post on your Facebook, X and other channels. Create posts with your campaign pictures and progress toward the goal.
- Play a missionary video each week in the worship service. Pray for the offering and featured missionary.
- Print the bulletin inserts for distribution and ask your pastor to review the main points during the service.
- Promote the Week of Prayer on the designated day starting the first Sunday in March or select a different week for your church. Distribute prayer guides or use them as a bulletin insert.
- Create a missions bulletin board in a high-traffic area with the theme, Scripture verse and print resources. A customizable banner is available on the [resources page](#) online.
- Create a visual aid, such as a bulletin board to display in your church's lobby or a slide to use during church announcements that tracks your progress toward your offering goal. Imagery could include a

map of North America, a thermometer or Easter egg shaded to show progress each week, etc. You can also use a light-up sign to track your progress, where every light represents a designated dollar amount. You can set individual goals for children and youth.

- Gather testimonial quotes from givers in your church describing why they support AAEO. Use on your bulletin board display or publish weekly in the bulletin or social media.
- Download and distribute the AAEO mission studies to teachers for **adults**, **youth** and **children**. Plan a special Sunday as North American Missions Day. Download study plans at AnnieArmstrong.com/resources



Long Branch Baptist Church



Spring Hill Baptist Church

Ideas for Adults

- In your groups, use the adult study and missionary video provided in the promotional resources. Encourage members to set a personal amount they plan to give.
- Challenge members to give up buying coffee every day or eating out and donate the money to the offering.
- Host a “Taste of Missions” fair of meals representing each city or ethnic group where the featured missionaries serve.
- Have a watch party prayer service. Meet in small groups at someone’s house, enjoy refreshments, watch the Week of Prayer videos and pray for each missionary.
- Ask the pastor and leadership of your church to match what church members give, then set an equal amount from the church budget for the offering.
- Plan a churchwide FUN Raiser with booths that include games. Have families donate candy or other small toys for prizes.
- Host a dinner and have families purchase plates.
- Organize an Easter Basket Auction. Have congregants donate items for the Easter baskets.
- Plan a Bake-Off or Chili Throw Down – Include an entry fee and have the leadership staff or elders serve as judges.
- Hold a long-distance cycling challenge to spotlight the offering and request donations.
- Host a ladies’ breakfast or tea party focused on praying for missionaries.
- Host a men’s barbeque luncheon focused on praying for missionaries.
- Host an all-church fish fry or potluck. All proceeds from the event will go to the offering.

- Plan a Donuts with Dad or Muffins with Mom event. Have parents bring their child(ren) for a time of fellowship and breakfast to learn about Annie.
- Auction off the artwork of a local artist connected with your church.
- Host a Valentine's Day Dinner focused on raising support for the offering.
- Set up a coin funnel to encourage congregants to donate to the offering.
- Plan a "Walk for Annie" and hold a cake auction. Have families donate the cakes.



First Baptist Church Andalusia



Ten Mile Baptist Church

Ideas for Youth

- Use the youth mission study and missionary video provided in the promotional resources. Have a time of prayer and encourage youth to set an amount they plan to give.
- Invite a NAMB missionary to have a video call with your youth group. Find all of our featured missionaries' contact info at AnnieArmstrong.com/resource/missionary-contact-information.
- Challenge your youth to give up eating out once a week and donate the money saved to the offering.
- Set up a Sunday morning coffee and muffin bar for donations with all proceeds going to the offering.
- Plan a date night for parents to drop off their kids at church. Youth and adult volunteers will watch the kids for a small fee (per child) while parents have a night out. All proceeds go to the offering.
- Have students cook and sell lunch boxes or baked goods to church members after Sunday service.
- Plant flowers, do small landscaping work and do small chores for church members for a small fee. All proceeds go to the offering.
- Put on a spring talent show for church members with ticket sales going to the offering.
- Take Easter-Gram orders for a customized Easter treat pickup during the Week of Prayer. Have church members donate chocolate or consider asking a florist to donate carnations.
- Hold a pinewood derby competition. Build a car or be a spectator. Building and designing cars begin in February. Have an entry fee that will go to the offering.
- Plan a craft fair to raise money for the offering.
- Put on a dessert auction. Have families or local bakeries donate baked goods.
- Host a church-wide picnic potluck. All tips earned from the event go to the offering.
- Plan a 3v3 basketball tournament for Kindergarden-8th grade and for adults with the mission to raise money for the offering.

- Host a Food Truck event that includes an egg hunt. All proceeds go to the offering.
- Plan a 5K church event and have an entry fee for each runner. All proceeds will go to the offering.



First Baptist Church McCaysville



First Baptist Church Artemus

Ideas for Kids

- Use the children's mission study and missionary video provided in the offering resources in your Sunday School or missions groups. Have a time of prayer for the missionary family.
- Give children a plastic egg and ask them to bring it back filled with coins for the offering.
- Plan an art class or a weekend art camp for children. For a small fee (which is donated to the offering), children can learn to make jewelry, crochet and learn basic art techniques taught by church members. Ask parents or vendors to donate supplies.
- Have kids create spare change jars and place them around the church to collect money for the offering.
- Have the kids decorate coffee cup sleeves and place the names of missionaries to pray for during April.
- Stuff plastic eggs with prayer requests from missionaries and hide them around the church for members to find as a reminder to pray for and give.
- Distribute empty plastic eggs for each child and have them fill them up to hang on an Easter Egg Tree for Annie.
- Have kids create and decorate an Annie Armstrong bank to take home. They should ask parents for extra chores and put their earnings in the banks for donation to the offering.
- Have kids decorate a "Lemon Aid for Annie" stand and ask parents or vendors to donate supplies for a lemonade and cookie bake sale.
- Host a Pancake Breakfast Fundraiser on a Sunday morning around Easter. Ask local grocery stores to donate ingredients and give the proceeds to the offering.
- Organize a Bike-A-Thon and have children collect pledges for each mile biked.
- Following in the footsteps of Annie, have children write letters to church members asking congregants to give.
- Host a Penny War Challenge among Sunday School classes.
- Every Sunday leading up to Easter, have a student share a featured missionary's story and lead the congregation in prayer for the missionary, their family and ministry.

To find more creative ideas, follow NAMB on [Pinterest](#).