

# PROMOTION IDEAS GUIDE FOR THE ANNIE ARMSTRONG EASTER OFFERING

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's a basic plan—and a few creative ideas shared with us by Southern Baptist Churches.

## Finding Resources

- **Printed materials** (posters, prayer guides, envelopes and promotion guides) can be ordered through your State Convention/WMU office or contact NAMB at 1-800-634-2462 or AAEO@namb.net.
- **Video, digital and printable resources** can be found on the promotion guide DVD and at AnnieArmstrong.com

## Getting Started

- Set an offering goal, and promote it in your bulletin, website and worship announcements.
- Hang posters in high-traffic areas, and place offering envelopes in pews or insert into the bulletin.
- Use AAEO graphics (logos and artwork) for your church bulletin, worship visuals and website.
- Use AAEO social media graphics and posts on your Facebook, Twitter and other channels. Create posts with your campaign pictures and progress towards the goal.
- Play a missionary video each week in the worship service. Pray for the offering and featured missionary.
- Print the bulletin inserts to use each week. Ask the pastor to review the main points.
- Promote the Week of Prayer on the designated day starting the first Sunday in March or designate a different week for your church. Hand out prayer guides or use them as a bulletin insert.
- Create a missions bulletin board in a high-traffic area with the theme, scripture and print resources.
- Create a visual to track progress toward the goal. This can be a display in the lobby, a bulletin board or a slide in your visual worship announcements. Imagery could include a map of North America, thermometer, etc. that is shaded in each week.
- Gather testimonial quotes from missions givers in your church describing why they support AAEO. Use on your bulletin board display or publish weekly in the bulletin or social media.
- Distribute the AAEO lesson plans to teachers for adults, youth and children. Plan a special Sunday as North American Missions Day.

## Ideas for Adults

- **Lessons Plans:** In your groups, use the adult study and missionary videos provided in the offering promotional resources. Encourage members to set a personal amount they plan to give.
- **Missions Luncheon:** Invite ladies or the entire congregation. Host a speaker or show a missionary video, have a time of prayer and take up an offering.
- **Auction:** Ask church members and business owners to donate items.

- Walk/Run: Sell t-shirts, sign up participants for a small fee and request sponsors to donate per mile.
- Annie Challenge: Create two teams with your ministry staff. Assign classes to raise money for their team. Award a prize or a fun punishment (pie in the face, head gets shaved, etc.).
- Honor a Missions Champion: Create a fundraiser in honor of one of your church's strongest missions advocates (retired missionary, pastor or WMU leader).
- Small Sacrifice: Challenge members to give up Starbucks coffee or eating out once a week and donate the money to the offering.

### **Ideas for Youth**

- Lesson Plans: Use the youth study and missionary videos provided in the offering resources. Have a time of prayer and encourage youth to set an amount they plan to give.
- Map It: Use the Send City map to teach about the spiritual needs of each city. More information can be found at [namb.net/send-cities](http://namb.net/send-cities).
- Make a Goal: Set a youth offering goal. Create a visual to track progress such as a map of North America.
- Learn From the Field: Invite a NAMB missionary to have a video call with your youth group. The missionary directory can be found at [namb.net/about/connect-missionaries](http://namb.net/about/connect-missionaries).
- Outside Donations: Plan a Saturday rummage sale or car wash.
- Congregation Donations: Set up a Sunday morning coffee and muffin bar with all donations going to the offering.
- Fund Raiser: Sell t-shirts, Valentine's candy or Easter candy with proceeds going to the offering.
- Small Sacrifice: Challenge your youth to give up fast food once a week and donate the money to the offering.

### **Ideas for Kids**

- Lesson Plans: In your Sunday School or missions groups, use the children's study and missionary video provided in the offering resources. Have a time of prayer for the missionary family.
- Make a Goal: Set a children's offering goal. Create a visual such as a large Easter egg to place on the wall. Choose a child each week to color in sections to show progress.
- Fill the Roll: Hand out empty quarter rolls. Ask children to take home, fill and return on a specified Sunday.
- Junior Ambassadors: Have kids stuff plastic Easter eggs with offering fun facts along with a request to give. Allow the children to hand them out to adults in the service or take the eggs home to parents.
- Art for Annie: Involve your children in a special craft such as creating an offering collection box (small milk carton) with a picture of Annie or a missionary.