

PROMOTIONAL IDEAS 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 are some best practices and creative ideas from SBC churches just like yours. You can click the links to view and learn more.

Finding Resources

- **Free printed promotional materials** (posters, prayer guides, envelopes, planning guides and DVDs) can be ordered through your State Convention/WMU office, [AnnieArmstrong.com/Order](https://www.anniearmstrong.com/Order) or by calling NAMB at 1-800-634-2462.
- **Missionary video features** are available online at [AnnieArmstrong.com](https://www.anniearmstrong.com) or on the DVD.
- **Annie Armstrong's biographical information and video** are available for download at [Who is Annie?](https://www.anniearmstrong.com/Who-is-Annie?)
- **Additional online resources** including graphics, bulletin inserts, social media kit, sermon outline, missions studies, and information about the offering can be found at [AnnieArmstrong.com](https://www.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), presentation slides and ads for your church bulletin, worship visuals and website.
- Use AAEO social media kit graphics and post 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 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 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. A customizable banner is available in the online 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 or Easter egg that is shaded to show progress each week, etc. You can set separate 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.
- Distribute the AAEO lesson plans to teachers for adults, youth and children. Plan a special Sunday as North American Missions Day.

Ideas for Adults

- Lesson Plans: In your groups, use the adult study and missionary video provided in the offering promotional resources. Encourage members to set a personal amount they plan to give.
- Auction: Ask church members and business owners to donate items.
- Small Sacrifice: Challenge members to give up Starbucks coffee or eating out once a week and donate the money to the offering.
- Host a “**Taste of Missions**” fair – a meal serving dishes representing each city or ethnic group 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** to then set an equal amount from the church budget for the offering.

Ideas for Youth

- Lesson Plans: Use the youth mission study and missionary video 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 NAMB Mission Field Map available in the online resources to teach about the spiritual needs across North America. More information can also be found at AnnieArmstrong.com/the-mission.
- Learn From the Field: Invite a NAMB missionary to have a video call with your youth group. The featured missionary contact info can be found at AnnieArmstrong.com/resource/missionary-contact-information.
- Congregation Donations: Set up a Sunday morning coffee and muffin bar with all donations going to the offering.
- Fundraiser: Sell Valentine’s candy or Easter candy with proceeds going to the offering.
- Small Sacrifice: Challenge your youth to give up eating out once a week and donate the money to the offering.
- Pennies: 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, his/her family and ministry.

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.
- Art for Annie: Involve your children in creating special art or pictures for auction to church members with proceeds going to the offering.
- Have kids create **spare change jars** and place them around the church to collect money for the AAEO.
- Give children **a plastic egg** and ask them to bring it back filled with coins for the AAEO.
- **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 to AAEO.
- Have kids create and decorate an **Annie Armstrong Bank**, take it home and ask parents for extra chores to put their allowance in the banks.

- Host a **Pancake Breakfast Fundraiser** on a Sunday morning around Easter. Ask local grocery stores to donate ingredients and give the proceeds to your AAEO fund.
- 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 members in your church** asking them to give.