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**2021 Key Messaging Points for Speakers**

* AAEO is 50% of NAMB’s budget and the primary funding source to train, resource and deploy missionaries in church planting and compassion ministry. Every dollar goes to the field to support missionaries and their families and provide evangelism resources.
* Missionaries may be fully or partially funded depending on their role. Funds may provide financial support, ministry equipment, rent for worship facilities, emergency assistance, encouragement gifts, etc. More can be found at: <https://www.anniearmstrong.com/your-gifts-at-work/>
	+ *Self-funded missionaries are the exception to the above. NAMB endorses, onboards, and administers their gifts. These missionaries partner directly with churches and individuals for ongoing support.*
* AAEO stats:
	+ 2021 national goal is $70 million
	+ Prior to 2019/2020, the offering set three historic records. Gifts in 2018/2019 were $61.6 million (highest to date).
	+ 2019/2020 offering receipts were $49.4 million, a decrease of 20% from the previous year. To compensate, NAMB cut the operating budget and utilized financial reserves to keep missionaries on the field with no reduction in funding.
* Offering History
	+ More than $1 billion has been raised since the offering began in 1895 by the Woman’s Missionary Union originally named the Home Mission Offering.
	+ Renamed in honor of Annie Armstrong in 1934.
* Annie Armstrong History
	+ Born in 1850, Annie became a bold, missions advocate who rallied the churches in cooperative giving, praying and in missions education.
	+ Annie was the first executive director of Woman’s Missionary Union.
* Week of Prayer for North American Missions - officially the first Sunday in March through the second Sunday. Churches can observe it at any time.
* The North American mission field is one of the largest and most complex in the world:
	+ 366 million in the U.S., Canada, and territories of Puerto Rico, U.S. Virgin Islands, Guam, American Samoa
	+ 350 languages
	+ Multiple religions
	+ Approximately 275 million do not have a relationship with Christ.
	+ Many communities, especially outside the South, have a severe lack of Bible teaching, evangelical churches. Many can be considered post-Christian cultures due to the growing secularization of the culture.
	+ The nations continue to come to North America seeking a better life. Many are from countries closed to the gospel and present a unique outreach opportunity.
	+ Keeping North America spiritually strong is vital to evangelizing the world. We are the source for most of the missionaries and funding sent around the globe.

*\*Stats from U.S. Census and NAMB Center for Missional Research*

**Quick Facts on the North American Mission Board**

1. Kevin Ezell is president of the North American Mission Board.
2. NAMB is the partner of SBC churches in reaching North America for Christ.
3. NAMB’s national strategy has two primary focus areas: Send Network and Send Relief.
4. We want to mobilize churches and help to discover, develop and deploy missionaries to strategic places of spiritual need in the U.S. and Canada.
5. NAMB’s annual budget is approximately $120 million. 35% of NAMB’s funding comes from the Cooperative Program and 50% from the Annie Armstrong Easter Offering. The remainder is provided through other gifts and investments.
6. NAMB supports more than 3,000 missionary families serving in the U.S. and Canada and endorses more than 3,700 SBC chaplains serving in healthcare facilities, the military, the workplace and in crisis situations such as disaster relief.
7. Send Network’s goal is to help Southern Baptists plant new churches in strategic areas in cities, small towns and on college campuses.
	* Supporting Church — comes alongside a church plant to provide prayer, participation and provision.
	* Sending Church — takes responsibility for a church plant until it is self-sustaining, self-governing, and self-propagating.
8. Send Relief partners with NAMB and IMB missionaries and SBC churches to help them meet physical and spiritual needs in the areas of: Strengthening Communities, Caring for Refugees, Protecting Children & Families, Fighting Human Trafficking, Responding to Crisis