

IMPACTA LA PERDICIÓN A TRAVÉS DE TU GENEROSIDAD

여러분의 헌금이 잃어버린 영혼들의 삶을 변화시킵니다



透過您的慷慨改變失喪

IMPACTING LOSTNESS THROUGH YOUR GENEROSITY

# 2023/2024 PROMOTION GUIDE

*Lottie Moon Christmas Offering® and  
Week of Prayer for International Missions*

WMU®



INTERNATIONAL  
MISSION BOARD

# \$200 MILLION

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*2023 National Offering Goal  
Lottie Moon Christmas Offering®*

# DEC 3-10 2023

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*Week of Prayer  
for International Missions*

[imb.org/weekofprayer](https://imb.org/weekofprayer)





## WHAT IS THE LOTTIE MOON CHRISTMAS OFFERING?

Growing up in Virginia, Lottie Moon and her siblings chose to rebel against Christianity. At 18, Lottie followed Christ and was baptized. When she was 33, she sailed to China as a Southern Baptist missionary. She saw firsthand the world's greatest problem – **LOSTNESS**.

In letters to Southern Baptists in America, she pleaded for increasing prayer and giving. Her letters raised more support for missionaries to be sent to China.

Every year, Southern Baptists collect the Lottie Moon Christmas Offering® where **100% of the gifts collected send and support missionaries.**

[imb.org/lottiemoon](http://imb.org/lottiemoon)

# LEAD YOUR CHURCH TO GIVE TO THE LOTTIE MOON OFFERING

## PREPARE:

- ▶ Pray about your church's involvement.
  - ▶ Set a giving goal for your church.  
This year's national goal is **\$200 million**.
  - ▶ Participate in the Week of Prayer  
**December 3-10.**  
Resources can be found at  
**[imb.org/weekofprayer](http://imb.org/weekofprayer)**
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## PROMOTE:

- ▶ Resources for your church are available at **[imb.org/lottiemoon](http://imb.org/lottiemoon)** including videos, bulletin inserts, posters, social media posts and more.
  - ▶ Highlight and display these resources in your church and on your church's communication channels.
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## PARTICIPATE:

- ▶ Pray for IMB missionaries and your church's offering during your worship services.
- ▶ Set up your church's online giving page.  
More info is on the next page.
- ▶ Celebrate all God is doing around the world.

# NEW FOR YOU THIS YEAR

We've made it convenient for your church to collect online gifts to the Lottie Moon offering.

You'll receive a personalized link on IMB's website with your church's name and giving goal.

**Scan the QR code below**

**or visit [imb.org/lottiemoon](https://imb.org/lottiemoon)**

**to get started.**





# **GOD'S WORK** **THROUGH THE** **IMB IN 2022**

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**728,589**

PEOPLE HEARD  
THE GOSPEL

**21,231**  
NEW CHURCHES

**146,026**

PEOPLE RECEIVED  
LEADERSHIP  
TRAINING

**178,177**

NEW BELIEVERS

**67**

NEW PEOPLE  
GROUPS AND  
PLACES ENGAGED

**3,521**

MISSIONARIES  
SUPPORTED WITH  
COMPREHENSIVE  
CARE

**102,417**

BAPTISMS

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# THE COST OF MISSIONARY PRESENCE AROUND THE WORLD

## HOUSING FOR ONE MISSIONARY FAMILY

Rural Lesotho .....	\$110 per month
Singapore .....	\$2,500 per month
Japan .....	\$3,166 per month

## LANGUAGE LEARNING FOR A MISSIONARY COUPLE

Hungary .....	\$134 per month
West Africa .....	\$1,231 per month
Mexico .....	\$1,833 per month

## MISSIONARY KID EDUCATION

Czech Republic .....	\$575 per month
Thailand .....	\$975 per month
Malaysia .....	\$1,114 per month



A woman with dark, curly hair is in the foreground, looking off to the side with a thoughtful expression. She is wearing a grey coat and a dark scarf. In the background, a man in a dark jacket and blue turtleneck looks forward, and other people are visible in a crowd, suggesting an outdoor public setting.

**LOSTNESS**  
**IS GROWING**  
**EVERY DAY**

**WE WILL NOT IGNORE IT.**

**WE WON'T BE SILENT.**

**WE WON'T STAND STILL.**

**WE WILL REACH THE NATIONS,**  
**NO MATTER THE COST.**

**WE WILL BRING**  
**THE SOLUTION**  
**— THE GOSPEL —**  
**TO THE WORLD'S**  
**GREATEST PROBLEM,**  
**LOSTNESS.**



WMU®



INTERNATIONAL  
MISSION BOARD

