

Lottie Moon Social Media Kit



Thanks for joining us in supporting the Lottie Moon Offering®!

Your church's involvement in giving to Lottie Moon is essential in sending and supporting missionaries through the IMB to be steadfastly present among those who have never heard the gospel.

This **Social Media Kit** is provided to you to help promote the Lottie Moon Offering in three ways:

- express gratitude by highlighting how last year's giving tangibly transformed lives.
- promote Lottie Moon giving for our latest initiative, The Great Pursuit (imb.org/great-pursuit/).
- share how IMB missionaries are reaching the lost during the Week of Prayer.

General tips for promoting LMCO

Follow the IMB on social media.

Find the IMB on **Facebook** ([@International Mission Board](https://www.facebook.com/InternationalMissionBoard)), **Instagram** ([@imbmissions](https://www.instagram.com/imbmissions)) and **Twitter** ([@IMB_SBC](https://twitter.com/IMB_SBC)). Through the Lottie Moon season, you will find posts you can easily share on your social accounts.

Use the hashtag #LMCO23 and tag the IMB.

Help us build community around Lottie Moon by utilizing hashtags. This year's hashtag is **#LMCO23**. Other general hashtags that can be used include **#LottieMoon** and **#LottieMoonOffering**. We will monitor the hashtags and share your content on our social platforms. We can't wait to see how your church is supporting Lottie Moon!

Get creative!

We've provided sample posts with images and captions. However, that doesn't mean you are limited to just that. Get creative! Craft the messaging to fit your church's voice and create your own posts.

Recommended Sizes Per Platform

All platforms:
1080x1080

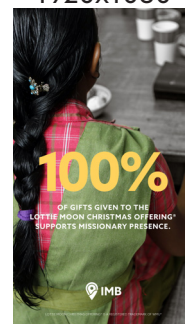


1080x1350



Instagram and Facebook Stories:

1920x1080





Lottie Moon Christmas Offering

Sample Social Posts

100% of Your Gifts Ver. 1

File name: LottieMoonSocialMediaKit23_100%OfYourGiftsVer.1_

Facebook/Instagram Caption: Every dollar you give to the [#LottieMoonOffering](#) supports missionary presence around the world in places where Jesus is not known or named. Be a part of enabling gospel transformation among the unreached by giving to the Lottie Moon Offering today at: imb.org/lottie.

Twitter Caption: Every dollar you give to the [#LottieMoonOffering](#) supports missionary presence around the world in places where Jesus is not known or named. Be a part of enabling gospel transformation through [@IMB_SBC](#) missionaries among the unreached today: imb.org/lottie.

100% of Your Gifts Ver. 2

File name: LottieMoonSocialMediaKit23_100%OfYourGiftsVer.2_

Facebook/Instagram Caption: Every dollar you give to the [#LottieMoonOffering](#) supports missionary presence. You can make a difference in the world's greatest problem – lostness – by praying and financially supporting ([@imb](#)) missionaries. Join us in reaching the nations by giving to Lottie Moon at: imb.org/lottie.

Twitter Caption: Every dollar you give to the [#LottieMoonOffering](#) supports missionary presence. Together, we make a difference in the world's greatest problem – lostness – by supporting [@IMB_SBC](#) missionaries. Join us in reaching the nations at: imb.org/lottie.

Celebration Posts

God's Work in 2022

File name: LottieMoonSocialMediaKit23_God'sWorkIn2022_

Facebook/Instagram Caption: 3,500 ([@imb](#)) missionaries are able to share the gospel in 122 countries because of your faithful giving. We celebrate hundreds of thousands of people who heard the gospel and took steps of faith in the past year. How many more missionaries could reach the 3,180 least reached people groups around the world? Join in the work God's doing around the world by giving to Lottie Moon at: imb.org/lottie.

Twitter Caption: 3,650 [@IMB_SBC](#) missionaries are able to share the gospel in 116 countries because of your faithful giving. How many more missionaries could help reach the 7,327 unreached people groups left in the world? Join in the work God's doing around the world by giving to Lottie Moon at: imb.org/lottie.



Lottie Moon Christmas Offering

Sample Social Posts

178,777 Faith

File name: LottieMoonSocialMediaKit23_YourGenerosity_178,177Faith_

Facebook/Instagram Caption: Missionary presence cultivates gospel belief. Gospel belief that results in lives transformed. We celebrate 178,177 people that came to faith through the work of your (@imb) missionaries last year. Give to the #LottieMoonOffering to support gospel belief among the least reached at: imb.org/lottie.

Twitter Caption: Missionary presence cultivates gospel belief. We celebrate 178,177 people that came to faith through the work of your @IMB_SBC missionaries last year. Give to the #LottieMoonOffering to support gospel belief among the least reached at: imb.org/lottie.

728,589 Gospel

File name: LottieMoonSocialMediaKit23_YourGenerosity_728,589Gospel_

Facebook/Instagram Caption: Missionary presence cultivates gospel access. Gospel access that knows no geographic or social boundary. We celebrate 728,589 people hearing the gospel through the work of your (@imb) missionaries last year. Give to the #LottieMoonOffering to support gospel access among the least reached at: imb.org/lottie.

Twitter Caption: Missionary presence cultivates gospel access. We celebrate 728,589 people hearing the gospel through the work of your @IMB_SBC missionaries last year. Give to the #LottieMoonOffering to support gospel access among the least reached at: imb.org/lottie.

The Great Pursuit Posts

Revelation 7:9

File name: LottieMoonSocialMediaKit23_Revelation7-9_

Facebook/Instagram/Twitter Caption: Over the next five years, we're committed to finding every people group on earth in pursuit of the Revelation 7:9 vision, where we see a great multitude from every nation worshiping Jesus. Join in this Great Pursuit by giving to Lottie Moon at: imb.org/lottie.

The Great Pursuit

File name: LottieMoonSocialMediaKit23_TheGreatPursuit_

Facebook/Instagram Caption: From the Great Commission until the Great Multitude, we must unite in this Great Pursuit. When giving to the #LottieMoonOffering, we take part in reaching 3,072 people groups around the world who have no missionary presence and likely no gospel access. Join in this Great Pursuit by giving to Lottie Moon at: imb.org/lottie.

Twitter Caption: When giving to the #LottieMoonOffering, we take part in reaching the 3,072 people groups around the world who have no missionary presence and likely no gospel access. Join in this Great Pursuit by giving to Lottie Moon at: imb.org/lottie.



Lottie Moon Christmas Offering

Sample Social Posts

Eternity

File name: LottieMoonSocialMediaKit23_WeGive_Eternity_

Facebook/Instagram/Twitter Caption: Lostness is growing every day. In pursuit of the Revelation 7:9 vision, we take the gospel to the nations so that people from every nation and tribe is worshipping Jesus in the end. Transform lives today by giving to Lottie Moon at: imb.org/lottie.

Gospel Access

File name: LottieMoonSocialMediaKit23_WeGive_GospelAccess_

Facebook/Instagram/Twitter Caption: When giving to the **#LottieMoonOffering**, you provide gospel access among the 4.6 billion people in the world today that do not know of Jesus. Provide gospel access among the unreached by giving to Lottie Moon at: imb.org/lottie.

Missionary Presence

File name: LottieMoonSocialMediaKit23_WeGive_MissionaryPresence_

Facebook/Instagram/Twitter Caption: When giving to the **#LottieMoonOffering**, you support steadfast missionary presence among the least reached people groups of the world. Support your (@imb) missionaries by giving to Lottie Moon at: imb.org/lottie.

Reach The Nations

File name: LottieMoonSocialMediaKit23_WeGive_ReachTheNations_

Facebook/Instagram/Twitter Caption: When giving to the **#LottieMoonOffering**, you support reaching the over 3,000 least reached people group among the nations. Join us in reaching the nations by giving to Lottie Moon at: imb.org/lottie.

Week of Prayer Posts

Day 1 (Sunday, December 3)

File name: LottieMoonSocialMediaKit23_WeekOfPrayer-Day1_

Facebook/Instagram/Twitter Caption: Together, we are committed to reaching the lost. In obedience, we will follow the Lord's command to go into all the world, including Europe, where the top 5 unreached peoples make up 55% of the population. Read today's Week of Prayer article at: imb.org/weekofprayer.

Day 2 (Monday, December 4)

File name: LottieMoonSocialMediaKit23_WeekOfPrayer-Day2_

Facebook/Instagram/Twitter Caption: We are thankful for how God provides innovative opportunities to share the gospel! One (@imb) missionary couple in Japan uses virtual reality for God's glory. Read today's Week of Prayer article at: imb.org/weekofprayer.



Lottie Moon Christmas Offering

Sample Social Posts

Day 3 (Tuesday, December 5)

File name: LottieMoonSocialMediaKit23_WeekOfPrayer-Day3_

Facebook/Instagram/Twitter Caption: (@imb) missionaries go the extra mile in finding and engaging people groups so far off the map that little is known about them. Research is a necessary first step in reaching the lost. Read today's Week of Prayer article at: imb.org/weekofprayer.

Day 4 (Wednesday, December 6)

File name: LottieMoonSocialMediaKit23_WeekOfPrayer-Day4_

Facebook/Instagram/Twitter Caption: Our work is multiplied when we partner together! Through partnerships, church planting and multiplication lead to local ownership of God's mission. Read today's Week of Prayer article at: imb.org/weekofprayer.

Day 5 (Thursday, December 7)

File name: LottieMoonSocialMediaKit23_WeekOfPrayer-Day5_

Facebook/Instagram/Twitter Caption: It's our passion to see healthy churches built among previously unreached people groups. Through transformed lives, communities are transformed through healthy church formation. Read today's Week of Prayer article at: imb.org/weekofprayer.

Day 6 (Friday, December 8)

File name: LottieMoonSocialMediaKit23_WeekOfPrayer-Day6_

Facebook/Instagram/Twitter Caption: Only through relationships among believers can the church live out its' Great Commission calling. The relationship (@imb) missionaries have with Global Missionary Partners further advances the gospel. Read today's Week of Prayer article at: imb.org/weekofprayer.

Day 7 (Saturday, December 9)

File name: LottieMoonSocialMediaKit23_WeekOfPrayer-Day7_

Facebook/Instagram/Twitter Caption: More than 71 million people in the world are Deaf. Most have no access to Scripture in their heart language. (@imb) missionaries are uniquely equipped to disciple and translate Scripture with local Deaf believers. Read today's Week of Prayer article at: imb.org/weekofprayer.

Day 8 (Saturday, December 10)

File name: LottieMoonSocialMediaKit23_WeekOfPrayer-Day8_

Facebook/Instagram/Twitter Caption: Thanks to the long-term commitment of Southern Baptists, missionaries respond quickly to disasters with more than physical aid. When people lose everything on earth, they need the eternal hope found in Jesus. Read today's Week of Prayer article at: imb.org/weekofprayer.