



*the
gospel* CHANGES **EVERYTHING**

2026-27
PROMOTION GUIDE

Your guide to promoting the
Lottie Moon Christmas Offering® and
Week of Prayer for International Missions

WHAT IS THE
Lottie Moon
CHRISTMAS OFFERING®?

It's an offering for international missions.
Churches — big and small — pool
their resources to send and sustain
missionaries who find and engage
the lost. Together, we take Jesus' gospel
to every corner of the world.

This legacy goes all the way back to
the 1880s when Lottie Moon, a
missionary to China, urged churches to
work together to send more missionaries.
That call still moves us today.

Every year, Southern Baptists collect
the Lottie Moon Christmas Offering®
where 100% of your gift goes to
international missions, not overhead.
**Every dollar you give helps the hurting,
shares the gospel, and plants healthy
churches that multiply.**

\$215 MILLION

2026 NATIONAL OFFERING GOAL
LOTTIE MOON CHRISTMAS OFFERING®

**NOV. 29 –
DEC. 6, 2026**

WEEK OF PRAYER FOR
INTERNATIONAL MISSIONS

lottiemoon.com

Lottie Moon Christmas Offering® is a registered trademark of WMU®.

✓ PREPARE:

- ✦ Pray about your church's involvement.
- ✦ Set a giving goal for your church. This year's national goal is \$215 million.
- ✦ Participate in the Week of Prayer for International Missions on November 29–December 6

✓ PROMOTE:

- ✦ Resources for your church are available at lottimoon.com 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.

✓ PARTICIPATE:

- ✦ Pray for IMB missionaries and your church's offering during your worship services.
- ✦ Collect your gifts. Send them to your state convention office or directly to the IMB. (*see giving info on inside back cover*)
- ✦ Celebrate all God is doing around the world.

What does your generosity support?

The gospel is best shared through presence — missionaries living among those who've never heard the good news. **Your gifts make that possible by supporting:**



CULTURAL ACCESS

Learning languages and living within global communities.



MISSIONARY COMPENSATION

Providing income for missionaries and education for their children.



SAFETY & SECURITY

Training and risk management that helps missionaries serve safely.



HEALTH & WELLNESS

Covering physical and mental healthcare.



MINISTRY TOOLS

Supplying research, training, and resources for cross-cultural ministry.



TEAM DEVELOPMENT

Building strong, healthy teams through training and support.



Meet and pray for your missionaries at lottimoon.com



DAY 1

Josh and Crystal Murphree

Cusco, Peru



DAY 2

Victor and Madeline Hawthorne

Chiang Mai, Thailand



DAY 5

Owen and Mila Stoddard

South Asia



DAY 6

Josh and Jessica Cobb

London, England



DAY 3

Dan and Hope Fielding

Horn of Africa



DAY 4

Cal and Erin Hiebsch

Poland



DAY 7

Jude and Leanne Stack

Central Asia



DAY 8

Clay and Lydia Steelman

Nairobi, Kenya

REACHING THE NATIONS, TOGETHER

Your IMB missionaries serve around the world in cities, rural areas, hard-to-reach places, and among people who are displaced and dispersed.



Together,
we take Jesus' gospel to
every corner of the world.

That's our legacy! Southern Baptists have been pooling resources since the 1880s when Lottie Moon, a missionary to China, urged churches to send more missionaries. That call still moves us today.

Let's celebrate what God did in 2025* through your faithful support:



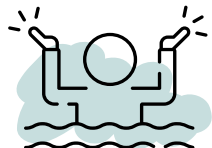
3,523

Missionaries on the Field



7,697

Churches Planted



29,937

Baptisms



196,497

Professed Faith in Jesus



68,330

Leaders Trained



2,066,251

People Heard the Gospel

**As reported by IMB missionaries and national partners*

PROMOTIONAL RESOURCES

We've gathered everything you need to equip your church to generously pray and give faithfully to support your IMB missionaries. We encourage you to make these products visible and accessible to your church family.

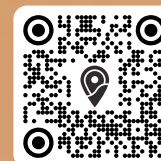


OFFERING POSTERS • PRAYER GUIDES OFFERING ENVELOPES

Available in English, Spanish, Chinese, Korean, and French

DVDs can be ordered separately.

WAYS TO GIVE



- + Give through your local church and state convention.
- + Give online at lottimoon.com and connect your gift to your church.

804.353.0151 | info@imb.org | imb.org

lottiemoon.com

Share your church's offering goal
on social media and tag us.



@imb.sbc



@imbmissions



@imb.sbc

WMU[®]



**INTERNATIONAL
MISSION BOARD**