

Lottie Moon Social Media Kit

Thanks for joining us in supporting the Lottie Moon Christmas 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 designed to highlight the impact of your giving and invite others to join.

- Celebrate God's work through your giving by sharing impact statements that show how your gifts in 2025 tangibly transformed lives.
- Emphasize our shared mission in the Great Commission together as Southern Baptists pray and give to bring the gospel to the nations.
- Highlight how IMB missionaries are reaching the lost and invite your church to pray during the Week of Prayer.

General tips for promoting LMCO

Follow the IMB on social media.

Find the IMB on [Facebook \(@International Mission Board\)](#), [Instagram \(@imbmissions\)](#) and [X \(@IMB_SBC\)](#). Through the Lottie Moon season, you will find posts you can easily share on your social accounts.

Use the hashtag #LMCO and tag the IMB.

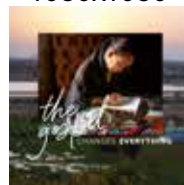
Help us build community around Lottie Moon by utilizing hashtags. We will monitor the hashtags and share your content on our social platforms. We can't wait to see your church's progress toward its giving goal this year!

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



1080x1440



Instagram and Facebook Stories:
1920x1080





Lottie Moon Christmas Offering®

Sample Social Posts

The Gospel Changes Everything

Version 1

Somewhere right now, someone is hearing the gospel for the first time — because a church like yours gave. This Christmas, join Southern Baptists across the country in the **Lottie Moon Offering** as we send and sustain missionaries who share the gospel where it's least heard. Give at: lottimoon.com.

Version 2

For someone who has never held Scripture in their own language, the gospel changes everything. Your gift to the **Lottie Moon Offering** helps put God's Word into the hands of people still waiting to hear. Give at: lottimoon.com.

Version 3

The gospel doesn't just inform — it transforms. 100% of your gift enables that transformation among the unreached, one conversation at a time. Give at lottimoon.com.

Version 4

No village is too remote for the gospel to reach — because your gift sends missionaries willing to go. Your gift to the **Lottie Moon Offering** sends missionaries to find and engage the lost, no matter how far. Give at: lottimoon.com.

Your Generosity Transforms Lives

Every Dollar Supports

It takes more than passion to stay on the field for years. Your gift funds the training and care that make that kind of presence possible. Give at: lottimoon.com.

100%

100% of your gift to the **Lottie Moon Offering** sends and sustains missionaries — no overhead. Every dollar goes straight to the field. Give at: lottimoon.com.

Church Goal

Our church has set a goal of \$____ for this year's **#LottieMoonOffering**. Every gift helps send and sustain IMB missionaries around the world. Let's reach it together at: lottimoon.com.

Lottie Moon

Lottie's radical obedience continues to inspire us today. This Christmas, our church is honoring Lottie Moon's legacy by praying, giving, and sending the gospel to the nations. Join us in giving: lottimoon.com.



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Sample Social Posts

God's Work in 2025

Celebrate All Stats

Look what God did in 2025 — because you gave. 🙌 Our church is part of this story, and we're giving again this year through the **Lottie Moon Offering** so even more can hear. Learn more at: lottimoon.com.

Gospel

2,066,251 people heard the gospel in 2025 because Southern Baptists gave and prayed. Our church is part of this story — and we're giving again through the **Lottie Moon Offering** so even more may hear: lottimoon.com.

Professed Faith

Lives are being transformed. In 2025, 196,497 people professed faith in Jesus through the ministry of IMB missionaries and partners. Our church is giving to the **Lottie Moon Offering** so even more may believe: lottimoon.com.

Church Plants

7,697 new churches were planted in 2025 through the work of IMB missionaries and national partners. Praise God for gospel multiplication! Let's keep it going through the **Lottie Moon Offering**: lottimoon.com.

Week of Prayer Posts

Promo #1

The Week of Prayer for International Missions for the **Lottie Moon Christmas Offering®** is November 29–December 6, 2026. Join us along with Southern Baptist churches as we pray for missionaries around the world who are faithfully sharing the gospel. Learn more at: lottimoon.com.

Promo #2

One week. Eight stories. One gospel that changes everything. Don't miss the Week of Prayer for International Missions, November 29–December 6. Pray with us: lottimoon.com.

Day 1 (November 29)

After two decades, IMB workers are back in southern Peru — and it's no coincidence. IMB missionaries Josh and Crystal Murphree carry hope into jungle and mountain villages through Bible storytelling, reaching Indigenous families who can't read but can remember a story.

🙏 Pray for the Murphrees as they train local leaders to carry the gospel further.

🔗 Read the full **#LMCO** Week of Prayer story at: lottimoon.com.

Day 2 (November 30)

Among the 80 million Deaf worldwide, faith takes root through what can be seen.

Victor and Madeline Hawthorne create visual gospel resources — photos, videos, even trading pins — to make Scripture visible for Deaf communities.

🙏 Pray for Deaf leaders being equipped to share the gospel visually.

🔗 Read the full **#LMCO** Week of Prayer story at: lottimoon.com.



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Sample Social Posts

Week of Prayer Posts

Day 3 (December 1)

Families here once walked 12 to 15 miles for water.

IMB missionaries Dan and Hope Fielding spent months building a dam — and when the rains finally came, so did the gospel conversations.

🙏 Pray for hearts in the Horn of Africa to keep opening to Christ.

🔗 Read the full #LMCO Week of Prayer story at: lottimoon.com.

Day 4 (December 2)

In a nation where faith is fading, Cal and Erin Hiebsch are reaching people through video chats and social media — a digital “gospel radio” connecting with 600+ people a month.

🙏 Pray for Poland to come to the saving knowledge of Jesus Christ.

🔗 Read the full #LMCO Week of Prayer story at: lottimoon.com.

Day 5 (December 3)

“I want them to see me doing it,” Owen Stoddard says.

In a region resistant to the gospel, IMB missionaries Owen and Mila are discipling local believers who are now discipling others themselves.

🙏 Pray for wisdom as they mentor the next generation of local leaders.

🔗 Read the full #LMCO Week of Prayer story at: lottimoon.com.

Day 6 (December 4)

Europe is aging, and many seniors are growing lonelier.

Josh and Jessica Cobb are using healthcare as a bridge into deeper conversations with isolated seniors, showing that the gospel has something to say to the lonely.

🙏 Pray for the Cobb family as they share Christ with their community.

🔗 Read the full #LMCO Week of Prayer story at: lottimoon.com.

Day 7 (December 5)

IMB missionaries Jude and Leanne Stack believe God uses ordinary moments for eternal purposes. A friendship with a local egg vendor opened the door to a family celebration of over 150 people — and gospel conversations Jude had never had before.

🙏 Pray for this unreached people group to keep hearing the good news.

🔗 Read the full #LMCO Week of Prayer story at: lottimoon.com.

Day 8 (December 6)

“We want to feed the hungry, help the poor, and give hope to those who need it, just like Jesus did.”

Clay and Lydia Steelman are providing goats to families in Kenya during severe drought — bringing milk, income, and the greatest Hope of all.

🙏 Pray for the Steelmans as they return to Kenya after furlough.

🔗 Read the full #LMCO Week of Prayer story at: lottimoon.com.