

Research Report

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*Evaluation of
Annie Armstrong Promotional Materials, 2001*

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In late 2000/early 2001, 45,000 packages containing promotional materials for the 2001 Annie Armstrong Easter Offering (AAEO) were mailed to Southern Baptist churches and church-type missions. The packages contained a Promotion Guide, a cassette of a sermon by Dr Johnny Hunt and a video, all titled "On Mission Together." The package also included an example of a bulletin insert, an example of a missionary trading card, and an evaluation questionnaire. The evaluation instrument consisted of one page of questions pertaining to the items in the package plus some additional elements related to promotion of the AAEO and the Week of Prayer for North American Missions. The questionnaire (page 8) was designed to be folded in half and mailed postpaid to the North American Mission Board (NAMB). The 528 evaluation questionnaires returned to NAMB provide the basis for this report.

The returned questionnaires represent a very low 1 percent response rate, thus, the representativeness of the sample is in question.¹ Still, the findings are consistent with findings from earlier surveys, which lend some credibility to the validity of the information. While the data may not provide statistically representative estimates of the total population, the data indicate that most of the promotional materials continue to be viewed as helpful in the promotion of the Annie Armstrong Easter Offering and the Week of Prayer for North American Missions.

Findings

Respondents were asked to rate the content of the Promotion Guide, the content of the promotion video, and other promotional materials and efforts. Figure 1 (page 3) shows the percentage of respondents indicating that an item (or portion of an item) was either "helpful" or "very helpful." Sixty percent or more of the respondents found most items helpful. The highest rating was given to the general information section of the Promotion Guide—93 percent. Roughly 9 of 10 respondents also rated as helpful the promotion helps section of the Promotion Guide, the representation of missionaries and their work on the video, the prayer guide, the AAEO envelopes, and the prayer poster. In contrast, only about a fourth of respondents indicated that the trading cards and the www.anniearmstrong.com Web site were helpful.

Figure 2 (page 4) shows the percentage of respondents who did not use or did not rate a promotional item. (It is assumed that someone not rating an item did not use it—varying item response rates supports this assumption.) Figure 2 emphasizes that the reason most respondents did not find a promotional item helpful was that they did not use it. In fact, a negligible number of people rated any of the items "not helpful." Figure 2 shows that the Web site and the trading cards were the least used promotional items—7 of 10 respondents did not use them. Furthermore, roughly a third of respondents did not use the bulletin inserts, the speaking helps in the Promotion Guide, or the video segments

¹ Typically, questionnaires included in a larger packet of promotional materials receive little attention and result in very poor response rates. Initially, only a couple hundred responses to the evaluation survey were expected. Even though a low response rate, the actual number returned was probably bolstered by the promise of a drawing for a set of Beth Moore books. Because of the significant number of pastor respondents, it may be good to offer a male oriented prize as well.

“Dream Big” and “Never Be the Same.” (See Table 1, page 5, for all the percentages related to the promotional item ratings.)

Specific questions were asked about where the video was shown and who used the audio cassette tape. Figure 3 (page 5) shows that prayer meetings and worship services were the most likely occasions for using video segments. About a third of respondents indicated that the video was shown during WMU meetings. A follow-up question reveals that 40 people in a typical church viewed the video.

The primary audience for the audio cassette was the pastor. Almost half of respondents (47%) indicated a pastor listened to the tape. Thirty percent indicated a mission leader listened to the tape, while 11 percent indicated someone else listened to it.

Figure 4 (page 6) shows who responded to the survey. Respondents were asked to pick a category which best describes them. Even though they were asked for only one description, many provided multiple responses to this question. Percentages in Figure 4 include the multiple responses. As learned from earlier research, responsibility for promotion of the Annie Armstrong Easter Offering for North American Missions and for the Week of Prayer usually falls on the WMU leader and the pastor. These were the two positions most frequently cited among respondents in this survey.

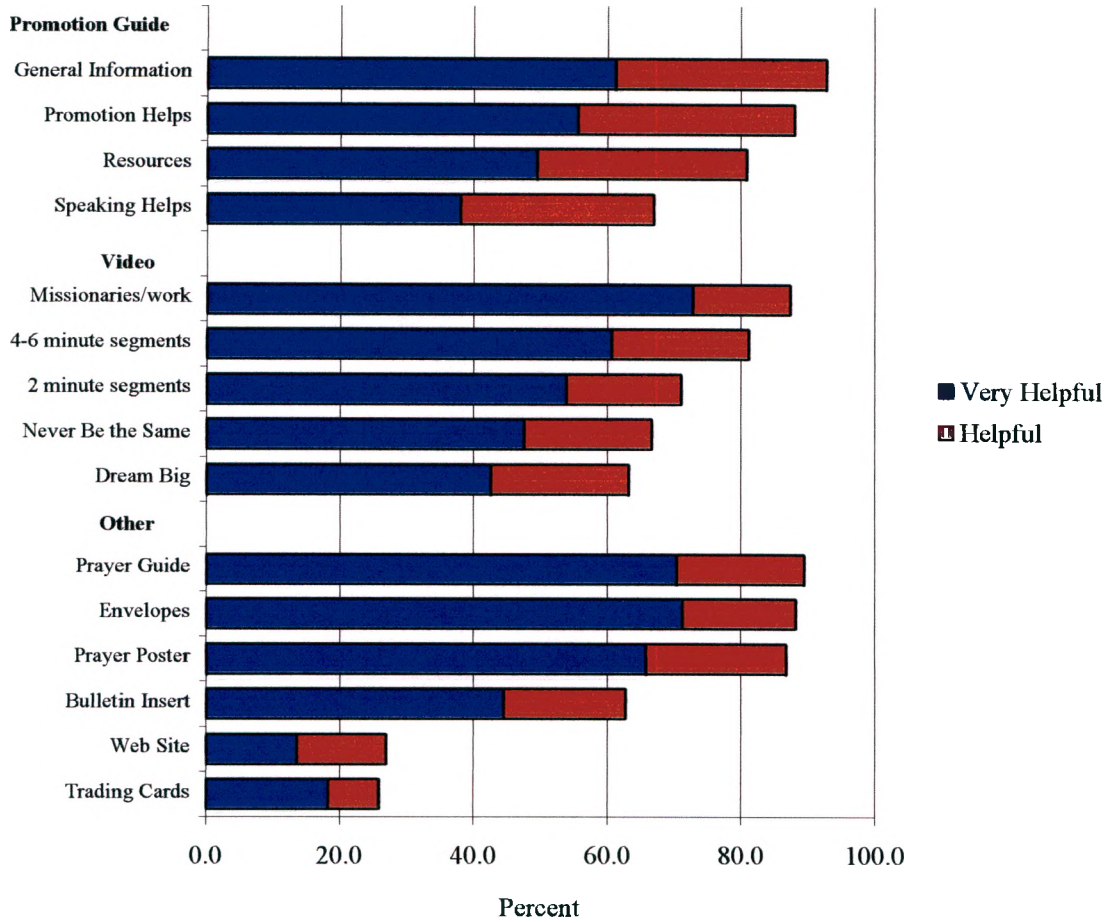
Figure 5 (page 6) displays the age breakdown of all respondents. While not shown, males responding to the survey were younger than females. Over half the males were in the 36 to 55 age category while half the females were in the 56 to 75 age category. These age differences are largely due to the different age characteristics of pastors and WMU leaders. Most pastors responding to the survey (51%) are in the 36 to 55 category while most WMU leaders (57%) are in the next higher age category.

Pastors' evaluations of the promotional materials are compared to those of WMU Leaders in Figure 6 (page 7). (Figure 6 includes both “helpful” and “very helpful” responses.) Overall, there is great similarity in the responses of both groups. Still, pastors seem slightly more favorably disposed toward the Promotion Guide, the video, the bulletin insert, and the Web site while WMU leaders are more favorable toward the prayer guide, the envelopes, the prayer poster and the trading cards. Despite these small differences, there is nothing to indicate that a specific resource tested is substantially better received by either pastors or WMU leaders.

Conclusion

There are no surprises in the report. Most of the promotional materials are helpful and well used. The least frequently used are the trading cards and the Web site; however, those who use them find them helpful as well.

Figure 1—Helpfulness of Annie Armstrong Easter Offering Promotional Materials



**Figure 2—Did Not Use or No Rating for Annie Armstrong
Easter Offering Promotional Materials**

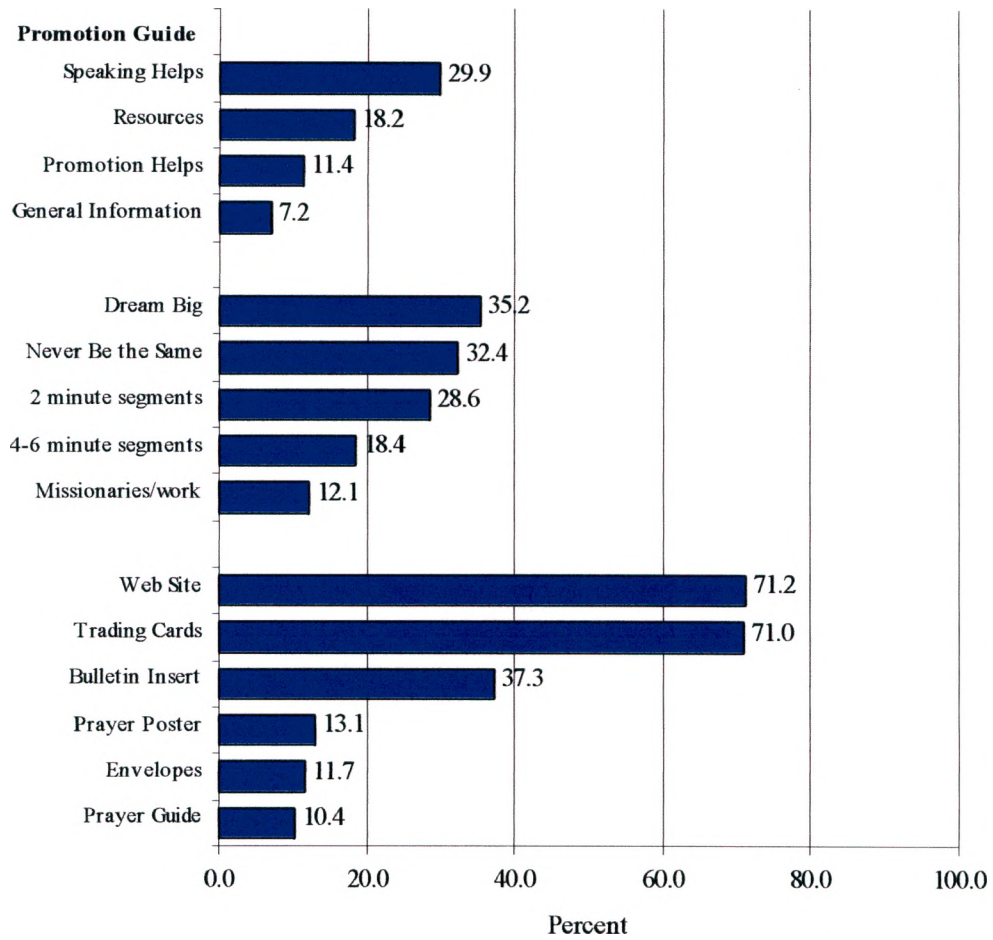


Table 1
Helpfulness of Annie Armstrong Easter Offering Promotional Materials

	Very Helpful	Helpful	Not Helpful	Did Not Use	No Response	Total
Promotion Guide						
General Information	61.2 %	31.6 %	0.0 %	1.3 %	5.9 %	100.0 %
Promotion Helps	55.5	32.4	0.8	2.8	8.5	100.0
Speaking Helps	37.9	29.0	3.2	14.8	15.2	100.0
Resources	49.4	31.4	1.0	6.1	12.1	100.0
Video						
Missionaries and work	72.7	14.6	0.6	4.2	8.0	100.0
4-6 minute segments	60.6	20.5	0.6	7.4	11.0	100.0
2-minute segments	53.8	17.2	0.4	15.2	13.5	100.0
Dream Big	42.6	20.6	1.5	18.0	17.2	100.0
Never Be the Same	47.5	19.1	1.0	16.9	15.5	100.0
Other						
Envelopes	71.2	16.9	0.2	3.8	8.0	100.0
Prayer Poster	65.7	21.0	0.2	4.2	8.9	100.0
Prayer Guide	70.3	19.1	0.2	2.8	7.6	100.0
Trading Cards	18.2	7.6	3.2	41.3	29.7	100.0
Web site	13.6	13.3	1.9	35.8	35.4	100.0
Bulletin Insert	44.5	18.2	0.0	20.1	17.2	100.0

Figure 3—Groups/Meetings Where the AAEO Promotional Video Was Viewed

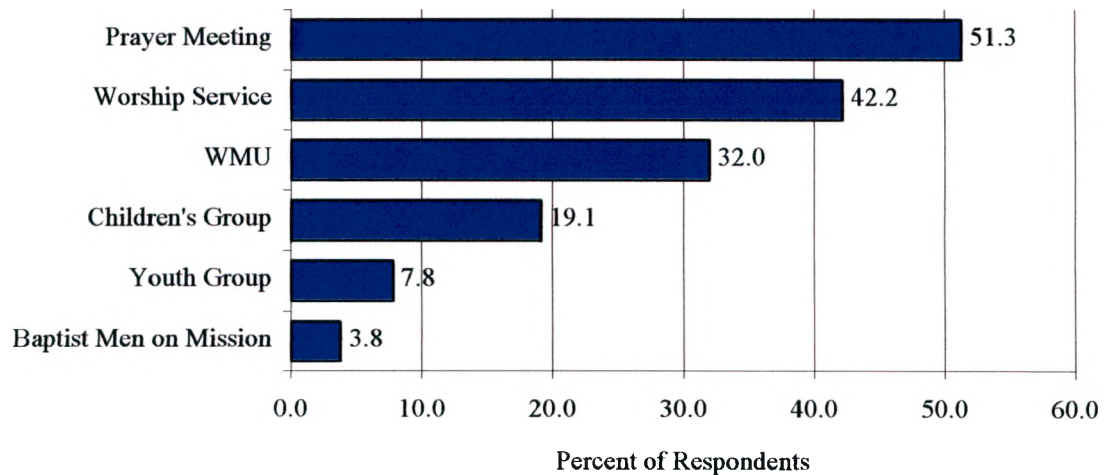


Figure 4—Person Responding to Evaluation Survey

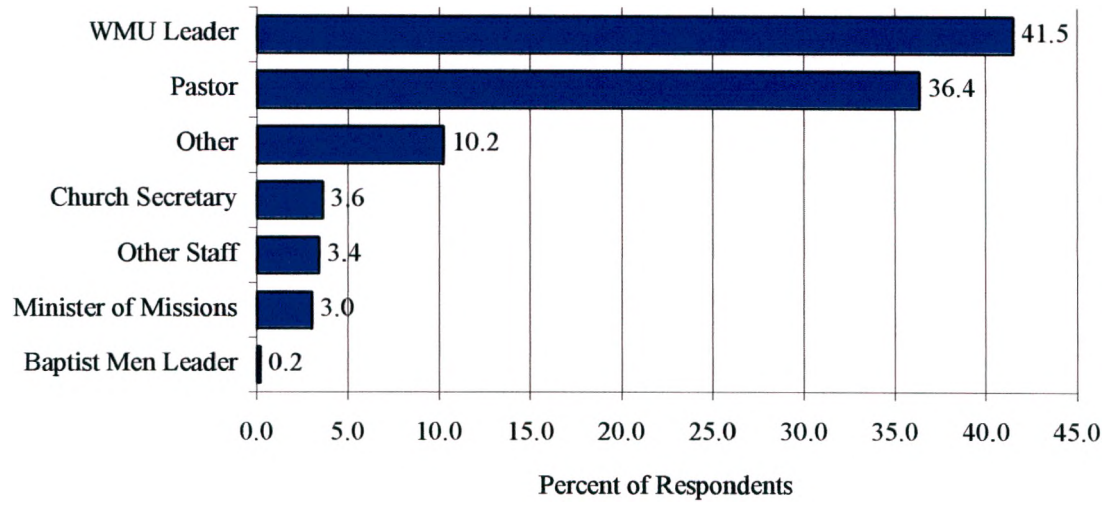


Figure 5—Age of Person Responding to Evaluation Survey

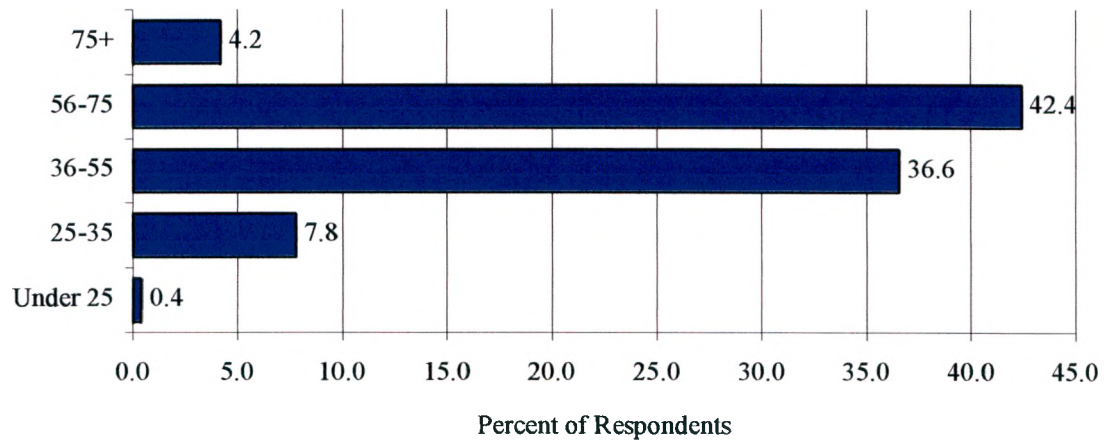
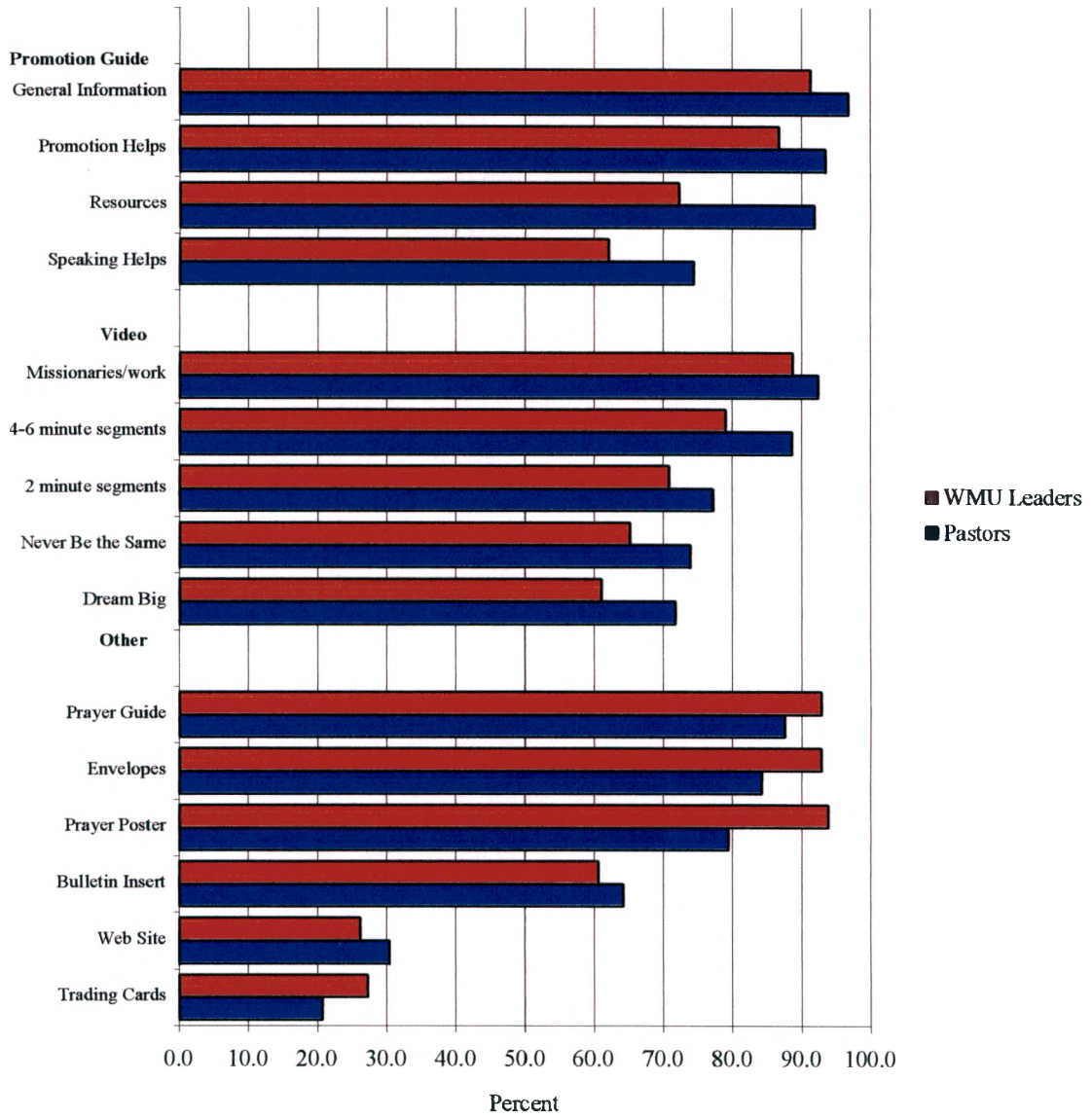


Figure 6—Helpfulness of Annie Armstrong Easter Offering Promotional Materials for Pastors and WMU Leaders



Thank you for your support of the Annie Armstrong Easter Offering® for North American Missions. After you use this promotion packet, please complete the questionnaire below and return to NAMB. Your evaluation will help us prepare materials that help you share the need to support North American mission efforts through the offering. You can also complete this form online at www.anniearmstrong.com.

PROMOTION GUIDE

Evaluate the following sections:

- | | Very helpful | Helpful | Not helpful | Did not use | |
|-----------------------|---------------------------------------|---------------------------------------|---------------------------------------|---------------------------------------|-----|
| • General Information | <input type="checkbox"/> ₁ | <input type="checkbox"/> ₂ | <input type="checkbox"/> ₃ | <input type="checkbox"/> ₄ | [1] |
| • Promotion Helps | <input type="checkbox"/> ₁ | <input type="checkbox"/> ₂ | <input type="checkbox"/> ₃ | <input type="checkbox"/> ₄ | [2] |
| • Speaking Helps | <input type="checkbox"/> ₁ | <input type="checkbox"/> ₂ | <input type="checkbox"/> ₃ | <input type="checkbox"/> ₄ | [3] |
| • Resources | <input type="checkbox"/> ₁ | <input type="checkbox"/> ₂ | <input type="checkbox"/> ₃ | <input type="checkbox"/> ₄ | [4] |

VIDEO

Evaluate the following:

- | | | | | | |
|--|---------------------------------------|---------------------------------------|---------------------------------------|---------------------------------------|-----|
| • Representation of missionaries and their work | <input type="checkbox"/> ₁ | <input type="checkbox"/> ₂ | <input type="checkbox"/> ₃ | <input type="checkbox"/> ₄ | [5] |
| • 4-6 minute missionary segments | <input type="checkbox"/> ₁ | <input type="checkbox"/> ₂ | <input type="checkbox"/> ₃ | <input type="checkbox"/> ₄ | [6] |
| • 2-minute missionary segments | <input type="checkbox"/> ₁ | <input type="checkbox"/> ₂ | <input type="checkbox"/> ₃ | <input type="checkbox"/> ₄ | [7] |
| • Dream Big | <input type="checkbox"/> ₁ | <input type="checkbox"/> ₂ | <input type="checkbox"/> ₃ | <input type="checkbox"/> ₄ | [8] |
| • Never Be the Same (2000 Week of Prayer update) | <input type="checkbox"/> ₁ | <input type="checkbox"/> ₂ | <input type="checkbox"/> ₃ | <input type="checkbox"/> ₄ | [9] |

Estimate the number of people who viewed the video: _____ [10-12]

Used in (check all that apply):

- | | | |
|--|--|--|
| [13] <input type="checkbox"/> Worship service | [14] <input type="checkbox"/> Prayer meeting | [15] <input type="checkbox"/> WMU |
| [16] <input type="checkbox"/> Baptist Men on Mission | [17] <input type="checkbox"/> Youth group | [18] <input type="checkbox"/> Children's group |

OTHER

If you used the following, evaluate effectiveness of these in your offering promotion efforts:

- | | Very helpful | Helpful | Not helpful | Did not use | |
|--|---------------------------------------|---------------------------------------|---------------------------------------|---------------------------------------|------|
| • AAEO Envelopes | <input type="checkbox"/> ₁ | <input type="checkbox"/> ₂ | <input type="checkbox"/> ₃ | <input type="checkbox"/> ₄ | [19] |
| • AAEO/Week of Prayer Poster | <input type="checkbox"/> ₁ | <input type="checkbox"/> ₂ | <input type="checkbox"/> ₃ | <input type="checkbox"/> ₄ | [20] |
| • Prayer Guide | <input type="checkbox"/> ₁ | <input type="checkbox"/> ₂ | <input type="checkbox"/> ₃ | <input type="checkbox"/> ₄ | [21] |
| • Missionary Trading Cards | <input type="checkbox"/> ₁ | <input type="checkbox"/> ₂ | <input type="checkbox"/> ₃ | <input type="checkbox"/> ₄ | [22] |
| • www.anniearmstrong.com | <input type="checkbox"/> ₁ | <input type="checkbox"/> ₂ | <input type="checkbox"/> ₃ | <input type="checkbox"/> ₄ | [23] |
| • AAEO Bulletin Insert | <input type="checkbox"/> ₁ | <input type="checkbox"/> ₂ | <input type="checkbox"/> ₃ | <input type="checkbox"/> ₄ | [24] |

AUDIOCASSETTE TAPE

Who listened to the audiocassette? (check all that apply): [25] Pastor [26] Mission leader [27] Other _____

Other Comments: _____

Check the one that best applies to you:

- | | | | |
|--|---|--|--|
| <input type="checkbox"/> ₁ Pastor | <input type="checkbox"/> ₂ Minister of Missions | <input type="checkbox"/> ₃ Church Secretary | <input type="checkbox"/> ₄ Other Staff [28] |
| <input type="checkbox"/> ₅ WMU leader | <input type="checkbox"/> ₆ Baptist Men on Mission leader | <input type="checkbox"/> ₇ Other _____ | |

Please check your gender and age group:

- | | | | |
|---|--|---|--|
| <input type="checkbox"/> ₁ Male [29] | <input type="checkbox"/> ₁ Under 25 | <input type="checkbox"/> ₃ 36-55 | <input type="checkbox"/> ₅ Over 75 [30] |
| <input type="checkbox"/> ₂ Female | <input type="checkbox"/> ₂ 25-35 | <input type="checkbox"/> ₄ 56-75 | |

If you'd like to be entered into the drawing for a set of Beth Moore's books, please complete:

- ₁ Mr. ₂ Ms. ₃ Mrs. ₄ Rev. ₅ Dr. [31]

First Name _____ [32-45] Last Name _____ [46-60]

Address _____ [61-100]

City _____ [101-130] State _____ [131-132] ZIP _____ [133-137] _____ [138-141]

E-mail address _____ [142-181]

Please visit www.anniearmstrong.com to give your evaluation of the Web site features.

Please tape for mailing - DO NOT STAPLE