

Research Report

A Publication of Research, North American Mission Board, SBC

Impact of Churches Promoting Only One Missions Offering

Phillip B. Jones

***Impact of Churches Promoting
Only One Missions Offering***

Phillip B. Jones

October 2001

North American Mission Board

Robert (Bob) Reccord, President and CEO

Organization and Development Group

Mike Day, Vice President

Information Services Section

Mike Carlisle, Director/Chief Information Officer

Research Services

Phil Jones, Director

Marilynn Kelly, Administrative Secretary

(770)410-6576

Richie C. Stanley, Strategic Information Researcher

Bob Rennie, Marketing Researcher

Paulette Villarreal, Information Specialist

Patricia Wellwood, Secretary/Research Assistant

(770)410-6583

Table of Contents

	<i>Page</i>
Introduction	1
Sample Design	1
Response Rates	1
Results of the Study	1
<i>Promotion of Missions Offerings</i>	1
Table 1 Which of the following statements best reflects your church’s promotion of special missions offerings?	2
<i>Impact of Promoting One Missions Offering</i>	2
Table 2 Comparison of the Median Church Promoting the Traditional Offerings with the Median Church Promoting One Missions Offering.....	3
Table 3 Comparison of Missions Giving for the Median Church Promoting the Traditional Offerings with the Median Church Promoting One Missions Offering, Controlling for Church Size (per Resident Member)	3
Table 4 Comparison of Missions Giving for the Median Church Promoting the Traditional Offerings with the Median Church Promoting One Missions Offering, Controlling for Affluence (Percentage of Tithes and Offerings)	4
<i>Mission Education</i>	4
Table 5 Percentage of Churches Involved in Mission Education Events for Traditional Promotion Churches Versus One Offering Promotion Churches	5
Table 6 Percentage of Churches with Mission Education Organizations for Traditional Promotion Churches and One Offering Promotion Churches	6
<i>Global Focus Partnership</i>	6
Table 7 Comparison of the Median Church Promoting the Traditional Offerings, the Median Church Promoting One Missions Offering, and the Median Global Focus Partnership Church	6
Table 8 Comparison of Missions Giving for the Median Church Promoting the Traditional Offerings, the Median Church Promoting One Missions Offering, and the Median Global Focus Partnership Church, Controlling for Church Size (per Resident Member).....	7
Table 9 Comparison of Missions Giving for the Median Church Promoting the Traditional Offerings, the Median Church Promoting One Missions Offering, and the Median Global Focus Partnership Church, Controlling for Affluence (Percentage of Tithes and Offerings)	7

	<i>Page</i>
Conclusions	7
Appendix A	
Missions Promotion Questionnaire	8
Appendix B	
Introductory Letters	10
Appendix C	
Specified “other” responses provided to the categorical question: <i>Which of the following statements best reflects your church’s promotion of special mission offerings?</i>	13
Appendix D	
Specified “other” responses provided to the categorical question: <i>Which of the following special events and emphases do you use for mission education and promotion?</i>	16
Appendix E	
Specified “other” responses provided to the categorical question: <i>Which mission education organizations does your church have?</i>	21
Appendix F	
General comments provided on the questionnaire, but not as a response to an open end question	25

Introduction

Dr. Robert Reccord, President of the North American Mission Board (NAMB), requested a study of the impact on missions giving of churches promoting only one missions offering and then dividing it among all missions causes. This approach to missions offering promotion contrasts to the traditional promotion of multiple offerings, e.g., the Annie Armstrong Easter Offering for North American Missions (AAEO) at Easter, the Lottie Moon Christmas Offering for International Missions (LMCO) at Christmas, and state missions offerings at various times of the year. A short survey was designed to collect information on a church's approach to missions offering promotion and on missions giving during 2000. Questions were added to broaden the scope of the survey to include mission education. (The questionnaire is included in Appendix A.) Selected data from the 2000 Annual Church Profile (ACP) were merged with the database created from questionnaires supplied by responding churches. The primary approach for the research was to study the giving patterns between those churches promoting missions giving in the traditional Southern Baptist manner and those promoting a combined missions offering.

Sample Design

Prior information was available that promotion of one missions offering is primarily a large church phenomenon.¹ Thus, a sample of 1,000 churches with 1,000 or more total members was systematically selected from the 1999 Annual Church Profile (ACP) database.² Because it was anticipated that the sample might not yield enough churches promoting a combined missions offering, the sample was supplemented with lists of churches thought to be one-offering churches. These lists were compiled from previous studies and from the Global Focus Partnership emphasis. All total, 1,141 churches were surveyed.

A questionnaire was mailed to each church in the sample on July 11 along with a letter signed by Dr. Reccord requesting participation in the study and a business reply envelope. A follow-up mailing was sent to non-respondents on August 23. (See Appendix B for copies of the letters.) Responses were accepted for inclusion in the study through October 1.

Response Rates

Out of the 1,141 churches that were mailed questionnaires, 658 responded by completing a survey. Adjusting for the small number of undeliverable questionnaires due to bad addresses, there was an overall 58.1 percent response rate. Of this amount, 35.3 percent responded to the first mailing and the remainder to the second request for participation. Pragmatically, this a good response rate for a mail survey. Major factors in the high response rate seem to be employment of a very short and simple questionnaire and selection of a sample of large churches. The sample is large enough and the response rate high enough to provide a good representative sample of large Southern Baptist churches.

Results of the Study

Promotion of Missions Offerings

Respondents were given a list of five options and asked to choose the one that best describes their church's promotion of special missions offerings. These five options and the percentage of respondents choosing each are included in Table 1.

¹ Phillip B. Jones, *A Season of Home Missions Evaluation, 1994*, Home Mission Board, pp. 14–15.

² Only 1999 ACP data was available at the time the survey was initially mailed. By the time the questionnaire data was ready to be analyzed, 2000 ACP information was available.

Table 1—Which of the following statements best reflects your church's promotion of special missions offerings?

Our church promotes two separate offerings, the Lottie Moon Christmas Offering for International Missions during the Christmas season and the Annie Armstrong Easter Offering for North American Missions during the Easter Season.	72.3 %
Our church promotes only one special missions offering during the year and divides it between the North American Mission Board and the International Mission Board.	1.4
Our church promotes only one special missions offering during the year and divides it among all mission causes (such as North American missions, international missions, state missions, associational missions, specific missionaries, non-Southern Baptist mission agencies, etc.)	18.5
We do not promote any special missions offerings.	1.4
Other	6.1
Non response	0.3

The first response in Table 1 represents the traditional denominational approach to promotion of the missions offerings. Over 7 of 10 churches with more than 1,000 members promote giving in this manner. The second and third responses represent the one missions offering approach. Response 2 is really a simplified special case of response 3; thus, these two categories are combined into one category for the remainder of this report. Thus, 1 of 5 churches with 1,000 or more members employs the one missions offering approach to promotion. Only about 1 percent of large churches does not promote any missions offerings, while 6 percent of large congregations indicate they promote missions giving in a manner other than the traditional approach or the one missions offering approach. Those classifying their missions giving promotion as “other” were asked to describe what they do. Responses varied; however, the most common theme was that their church promotes year round giving to missions in some fashion. (Detailed responses to the “other” category are included in Appendix C.)

As expected, promotion of one missions offering is primarily a function of church size. Almost a fourth (23.2%) of churches with 2,000 or more members promote one missions offering. This compares to 11 percent of churches with 1,000 to 1,999 members. Although not a part of this survey, the percentage of churches with fewer than 1,000 members that promote one missions offering is probably much less than those derived for churches of 1,000 to 1,999 membership.

The one offering approach to promotion is increasing among very large churches. A survey conducted in 1994 among churches with 2,000 plus members resulted in 13.5 percent indicating promotion of a single offering.³ This compares with the 23.2 percent referenced above. Comparable change statistics are not available for other church size categories.

Impact of Promoting One Missions Offering

The primary research issue is whether promotion of a combined missions offering has an impact on the contributions of churches to the AAEO and LMCO. The typical (median) church promoting one offering gave \$7,673 dollars to AAEO and \$16,972 dollars to LMCO. In

³ Jones, pp. 14-15.

contrast, the typical church with traditional promotion reported \$4,953 in gifts to AAEO and \$10,198 to LMCO. While one-offering churches give substantially more to missions than churches with traditional promotion, these differences are largely due to church size. The typical church with one-offering promotion is 50 percent larger in membership than the typical church with traditional promotion. Also, the typical church with one missions offering promotion reports \$1.3 million in tithes and offerings versus the typical traditional missions offering promotion church, which reports \$700,000 in tithes and offerings. Table 2 shows a comparison of one-offering churches with traditional promotion churches.

Table 2—*Comparison of the Median Church Promoting the Traditional Offerings with the Median Church Promoting One Missions Offering*

	Traditional Promotion Churches	One-Offering Promotion Churches
Annie Armstrong Easter Offering	\$4,953	\$7,673
Lottie Moon Christmas Offering	\$10,198	\$16,972
Cooperative Program gifts	\$55,780	\$85,000
Tithes and offerings	\$703,648	\$1,334,662
Total mission expenditures	\$87,459	\$130,604
Total members	1,344	2,017
Resident members	911	1,308
Sunday AM worship attendance	380	694

In order to control for church size, per capita missions gifts were calculated for each church and medians compared for these two groups of churches. After controlling for church size, churches with one missions offering still gave more money to missions causes. Churches promoting one missions offering gave \$5.99 per resident member to AAEO versus \$5.09 in traditional promotion churches. Per capita LMCO gifts for one missions promotion churches was \$13.32 while in traditional promotion churches it was \$10.98. (See Table 3.)

Table 3—*Comparison of Missions Giving for the Median Church Promoting the Traditional Offerings with the Median Church Promoting One Missions Offering, Controlling for Church Size (per Resident Member)*

	Traditional Promotion Churches	One-Offering Promotion Churches
Annie Armstrong Easter Offering	\$5.09	\$5.99
Lottie Moon Christmas Offering	\$10.98	\$13.32
Cooperative Program gifts	\$59.25	\$63.35
Total mission expenditures	\$94.46	\$107.87
Tithes and offerings	\$775.06	\$1,009.91

Based on these figures, it appears that promotion of one missions offering has a positive impact on missions giving. However, it can be argued that one missions offering churches are not only larger but also more affluent. Using total tithes and offerings as a measure of affluence, the percentages of tithes and offerings given to AAEO and LMCO were computed for all churches. The typical church promoting only one missions offering gave 0.61 percent of total tithes and offerings to AAEO. The typical church with traditional promotion gave 0.65 percent of total tithes and offerings. This is not a significant difference. The same thing is true for LMCO. The

typical one missions promotion church gave 1.37 percent of its tithes and offerings to LMCO while the typical traditional promotion church gave 1.42 percent to LMCO. Again, there is no significant difference. Thus, there is no difference in giving to NAMB or IMB based on whether a church promotes the traditional Annie Armstrong Easter Offering and the Lottie Moon Christmas Offering or promotes only one missions offering a year and divides it among AAEO, LMCO, and all other missions causes. Table 4 shows median percentage calculations for tithes and offerings for these two groups of churches. Note that large churches with only one missions offering tend to be less supportive of the Cooperative Program (CP) than traditional promotion churches. Also, they give slightly less of their resources to all combined missions causes.

Table 4— *Comparison of Missions Giving for the Median Church Promoting the Traditional Offerings with the Median Church Promoting One Missions Offering, Controlling for Affluence (Percentage of Tithes and Offerings)*

	Traditional Promotion Churches	One-Offering Promotion Churches
Annie Armstrong Easter Offering	0.65 %	0.61 %
Lottie Moon Christmas Offering	1.42	1.37
Cooperative Program gifts	7.58	6.63
Total mission expenditures	12.15	11.62

Several follow-up questions were asked of churches with a combined missions offering promotion. The first was how long they have promoted a combined missions offering. The typical church (median) indicated it had promoted a single offering for 5 years. Churches were asked about the effects of promoting a combined offering on missions giving and missions awareness. Nine of 10 respondents indicated that the promotion of a combined missions offering had precipitated increased missions giving and increased missions awareness in their church. While increased giving and awareness may have occurred in these churches, this may simply be a halo effect.⁴

Mission Education

Another concern is the extent that churches with one missions offering promotion are involved in mission education. Since these churches do not promote both traditional offerings in their appointed seasons, possibly some of the other mission education events, such as the Week of Prayer for North American Missions, are not being promoted as well. Table 5 shows the percentage of both groups of churches that conduct specific missions education events.

⁴ A halo effect is a bias created by an observer's tendency to rate, perhaps unintentionally, certain objects in a manner that reflects what was previously anticipated. Thus, respondents may have assumed that increased giving and awareness occurred because they expected it to happen when they moved to a combined offering approach. While this could be tested with data, it cannot be determined from the survey the precise year the change in missions promotion took place.

Table 5—*Percentage of Churches Involved in Mission Education Events for Traditional Promotion Churches Versus One Offering Promotion Churches*

	Traditional Promotion Churches	One-Offering Promotion Churches
World Missions Conferences	30.7%	49.6%
North American Missions Study	44.5	20.6
Week of Prayer for North American Missions	86.8	48.1
Mission Fairs	24.6	36.6
International Missions Study	46.9	20.6
Week of Prayer for International Missions	86.3	50.4
Other	20.2	39.7

Churches with a combined offering promotion were more likely than traditional churches to employ world missions conferences and missions fairs for mission education and promotion and also were more likely to specify some other type of promotional and educational events. In contrast, traditional churches were much more likely to participate in missions studies and the weeks of prayer. In particular, nearly 9 of 10 traditional churches participated in the weeks of prayer while only half of one offering churches participated. Recurring themes provided in the “other” category were direct missions involvement, Global Focus Partnership emphasis, a missions banquet, showing missions video (E-ssentials mentioned several times), missionary speakers, month-long missions emphasis, and information distributed in bulletins and newsletters. (A complete list of comments is provided in Appendix D.)

The types of mission education differ between these two groups of churches but no conclusive differentiation can be made based on the quality of mission education. A concern, however, is the low percentages of combined offering churches participating in the Week of Prayer for North American Missions and the Week of Prayer for International Missions. It seems reasonable to conclude that churches without these emphases might be less involved in prayer support for Southern Baptist missionaries. Given that both approaches to missions promotion should be supported, the question arises about what resources and assistance WMU and NAMB should provide to assist one-offering churches in promotion of missions giving, mission education, and prayer for missions and missionaries.

In a second question relating to mission education, each congregation was asked about the presence of the Woman’s Missionary Union and Baptist Men’s organizations or presence of other mission education organizations. Traditional churches were much more likely (about twice as likely) to report the presence of WMU and Baptist Men’s organizations while one offering churches were more likely to report other mission education organizations. (See Table 6.) Several of the more prominent recurring “other” responses are AWANA, missions committees or teams, and Women’s Ministry groups. A complete list of these other responses is included in Appendix E.⁵

⁵ The presence of a WMU organization appears to make more difference in missions giving than method of promotion of the missions offering. The median percentages of tithes and offerings given to AAEO and LMCO were consistently higher—though only slightly—in churches with WMU when controlling for type of promotion. This makes logical sense given the historical partnership of WMU in originating and promoting the special offerings. However, the differences are not statistically significant based on the sample sizes in this study and this finding is not conclusive. Even though these differences in percentages are small, they translate into millions of dollars. The best available information available

Table 6—*Percentage of Churches with Mission Education Organizations for Traditional Promotion Churches and One-Offering Promotion Churches*

	Traditional Promotion Churches	One-Offering Promotion Churches
Woman’s Missionary Union	74.4 %	44.3 %
Baptist Men or Brotherhood	43.3	20.6
Other	25.4	39.7

Global Focus Partnership

Based on a list of Global Focus Partnership churches maintained at NAMB, 26 churches in the sample were identified as Global Focus churches and as having a Global Impact Celebration before the end of 2000. All of these churches identified themselves as either a one-offering promotion church or as an “other”-type promotion church. The important point is that none of the Global Focus churches identified themselves as a traditional church in promotion of missions giving. (Note that the Global Focus emphasis can include promotion of a combined offering but it can also encompass the promotion of traditional offerings.)

Table 7 lists the basic statistics for Global Focus churches along with those for traditional promotion churches and combined-offering promotion churches. (Note that some of the Global Focus churches are also included in the statistics for one missions offering churches.) In all respects, the Global Focus churches are the largest surveyed with the most financial resources and the largest resulting missions gifts. The median church is 50 percent larger in resident membership and more than 100 percent larger in tithes and offerings than the median combined offering church. Even controlling for size, Global Focus churches give more per member in tithes and offerings and to missions causes. (See Table 8.) However, when controlling for affluence, missions giving to AAEO and LMCO in Global Focus churches is no higher than in traditional promotion churches or in churches promoting only one offering. (See Table 9.) Interestingly, total mission expenditures for Global Focus Partnership churches is slightly higher while CP giving is slightly lower.

Table 7—*Comparison of the Median Church Promoting the Traditional Offerings, the Median Church Promoting One Missions Offering, and the Median Global Focus Partnership Church*

	Traditional Promotion Churches	One-Offering Promotion Churches	Global Focus Partnership Churches
Annie Armstrong Easter Offering	\$4,953	\$7,673	\$11,490
Lottie Moon Christmas Offering	\$10,198	\$16,972	\$38,302
Cooperative Program gifts	\$55,780	\$85,000	\$158,716
Tithes and offerings	\$703,648	\$1,334,662	\$2,898,808
Total mission expenditures	\$87,459	\$130,604	\$226,523
Total members	1,344	2,017	3,273
Resident members	911	1,308	2,026
Sunday AM worship attendance	380	694	1,015

indicates it is in the best interest of NAMB and the IMB to promote and support the WMU organization in churches. A similar analysis of Baptist Men or Brotherhood is inconsistent and not statistically significant.

Table 8—*Comparison of Missions Giving for the Median Church Promoting the Traditional Offerings, the Median Church Promoting One Missions Offering, and the Median Global Focus Church, Controlling for Church Size (per Resident Member)*

	Traditional Promotion Churches	One-Offering Promotion Churches	Global Focus Partnership Churches
Annie Armstrong Easter Offering	\$5.09	\$5.99	\$7.95
Lottie Moon Christmas Offering	\$10.98	\$13.32	\$16.33
Cooperative Program gifts	\$59.25	\$63.35	\$80.32
Tithes and offerings	\$775.06	\$1,009.91	\$1,182.35
Total mission expenditures	\$94.46	\$107.87	\$154.10

Table 9—*Comparison of Missions Giving for the Median Church Promoting the Traditional Offerings, the Median Church Promoting One Missions Offering, and the Median Global Focus Partnership Church, Controlling for Affluence (Percentage of Tithes and Offerings)*

	Traditional Promotion Churches	One-Offering Promotion Churches	Global Focus Partnership Churches
Annie Armstrong Easter Offering	0.65 %	0.61 %	0.56 %
Lottie Moon Christmas Offering	1.42	1.37	1.37
Cooperative Program gifts	7.58	6.63	6.26
Total mission expenditures	12.15	11.62	13.71

Conclusions

The promotion of a combined missions offering and then dividing receipts among all missions causes is primarily a large church phenomenon. One of 5 churches with a 1,000 or more members uses this approach to promote missions giving. In contrast 7 of 10 churches with more than 1,000 members use the traditional approach of promoting the AAEO and LMCO separately.

Churches with one missions offering promotion give more money to missions than traditional churches. However, this is a function of church size and affluence. After controlling for affluence, there is little difference between giving of churches promoting one missions offering and those promoting multiple offerings. Even churches enlisted in the Global Focus Partnership, which give large amounts of money to missions, give at about the same rate as other churches after controlling for affluence. One promotional approach seems to be as good as another in encouraging members to contribute to missions causes and one approach cannot be touted as more effective than another in increasing missions giving. Thus, it seems advantageous to NAMB to support all approaches to missions offering promotion.

Appendix A

Missions Promotion Questionnaire

Which of the following statements best reflects your church's promotion of special mission offerings? (Please choose only one.)

- Our church promotes two separate offerings, the Lottie Moon Christmas Offering for International Missions during the Christmas season and the Annie Armstrong Easter Offering for North American Missions during the Easter season
- Our church promotes only one special missions offering during the year and divides it between the North American Mission Board and the International Mission Board.
- Our church promotes only one special missions offering during the year and divides it among all mission causes (such as North American missions, international missions, state missions, associational missions, specific missionaries, non-Southern Baptist mission agencies, etc.).
- We do not promote any special missions offerings.
- Other (please specify) _____

Which of the following special events and emphases do you use for mission education and promotion? (Check all that apply.)

- World Missions Conferences
- North American Missions Study
- Week of Prayer for North American Missions
- International Missions Study
- Week of Prayer for International Missions
- Other (please specify) _____

Which missions education organizations does your church have? (Check all that apply.)

- Woman's Missionary Union
- Baptist Men or Brotherhood
- Other (please specify) _____

Please provide the amount given to the following during 2000. (If no gifts were given, please place "0" in the space rather than leave it blank.)

Annie Armstrong Easter Offering	\$ _____
Lottie Moon Christmas Offering	\$ _____
Cooperative Program	\$ _____

The following questions pertain only to those congregations that promote a combined missions offering during the year.

How many years have you promoted a combined missions offering? _____ years

Has the combined offering promotion increased overall missions giving?

- Yes
- No

Has the combined promotion elevated missions awareness in your church?

- Yes
- No

Thank you!

Please enclose this completed questionnaire in the postpaid business reply envelope and mail to:

Strategic Planning Support
North American Mission Board
4200 North Point Parkway
Alpharetta, GA 30022

Appendix B

July 11, 2001

Good Morning.

In recent years, a number of Southern Baptist churches have experimented with different approaches for promoting missions in their churches. Some churches sponsor a combined missions promotion that replaces multiple missions emphases during the year. Others use a more traditional approach of promoting the Week of Prayer for North American Missions and the Annie Armstrong Easter Offering around Easter, the Week of Prayer for International Missions and the Lottie Moon Christmas Offering at Christmas, and state missions at other times during the year. However you promote missions in your church, we want to assist you in the promotion of North American Missions.

In order to provide the best service possible, we are studying how Southern Baptists promote missions. Enclosed is a short questionnaire. Please take a few minutes to complete the questionnaire or pass it along to someone on your staff who can provide this information.

Once the questionnaire is completed, please return it in the postpaid business-reply envelope. All financial information provided will be kept confidential by our research team who will supply me with a summary report.

Thank you for your help in this survey and for all you do for the kingdom.

God bless you in your ministry.

Sincerely,

Robert E. Reccord

RER:mh

enc.

August 20, 2001

Dear Pastor:

We need your help!

Recently I sent you a short questionnaire pertaining to a study we are conducting of how Southern Baptists promote missions. We did not hear back from you. Therefore, I am following-up with a second request that you or someone on your church staff take a few minutes to complete the survey. I have enclosed another copy of the questionnaire in case the first one has been misplaced.

In recent years, a number of Southern Baptist churches have tried different approaches for promoting missions. Some churches sponsor a combined missions promotion that replaces multiple missions emphases during the year. Others use a more traditional approach of promoting the Week of Prayer for North American Missions and the Annie Armstrong Easter Offering around Easter, the Week of Prayer for International Missions and the Lottie Moon Christmas Offering at Christmas, and state missions at other times during the year. However you promote missions in your church, we want to assist you in the promotion of North American Missions. That's why we are conducting the study.

Once the questionnaire is completed, please return it in the postpaid business-reply envelope. All financial information provided will be kept confidential by our research team who will supply me with a summary report.

Thank you for you help in this survey and for all you do for the kingdom.

God bless you in your ministry.

Sincerely,

Robert E. Reccord
President and CEO, North American Mission Board

RER:mh

enc.

Appendix C

Specified “other” responses provided to the categorical question: *Which of the following statements best reflects your church’s promotion of special mission offerings?*

- Members go out together once a year.
- We emphasize all missions giving weekly.
- Missions in America/July; Missions Around the World/December.
- We donate a percentage every month to all – Lottie Moon, Annie Armstrong and H. Stagg.
- We put special emphasis on 3 mission offerings: 1. North American Missions, 2. International Missions and 3. State Missions. Also, our offering envelope has a place for Mission Partners. Our church members are invited to contribute weekly or monthly. At the end of the year the total amount is divided among our 3 mission emphases.
- We encourage “Mission Partners” to give regularly to missions and the amount is divided between NAMB, IMB and state.
- Our people are encouraged to give all year long.
- We support many special mission directed offerings. Our church does not fit your questionnaire. Most of our mission and ministry work is outside of SBC structures.
- Offerings are percentage of the Unified Church Budget.
- Texas Baptist Missions and CBF Global Missions.
- Lottie Moon, Annie Armstrong, M.H. Davis and World Missions all year long divided between these 3.
- Missions monthly which is divided to IMB, NAMB and state.
- We have a program called World Missions Offering that we emphasize every week in our Sunday bulletin. We show the annual goal and post how much has come in each week, and show the year to date amount received. We have found that by giving weekly or monthly, our total dollars to missions has increased greatly. We divide our total of World Missions Offering 3 ways: 50% International missions, 30% North American missions, 20% state missions.
- We do both of the above, I can explain to you if necessary.
- Monthly mission offering plus Easter and Christmas emphases and divide it.
- In addition to the above, we also encourage giving through their monthly/weekly giving incremental gifts to missions. This is then divided between NAMB, IMB and state missions.
- Promotes Lottie Moon and others in monthly budget.
- Presently we are studying options. I anticipate one offering.
- We suggest weekly giving to missions. This produces greater dollars than merely the seasonal offering. Every church that has weekly giving to missions raises by 50-90% in mission totals at our church. The WMU sets the percentages (for every dollar giving weekly). For Lottie 60%, Annie 25% and state 15%.
- We take regular offerings and we get more money.
- People give the whole year for missions.

- Lottie Moon only (we are new to SBC missions).
- Global Impact year-round missions offering.
- We promote a Global Impact budget beyond our regular church budget. The GIB is pledged annually. The first two items of the GIB is for Lottie Moon and Annie Armstrong. In addition, we promote offering during December for IMB and April for NAMB.
- We promote missions offering weekly and pledge it once a year.
- We have one special missions offering; however, throughout the year we have many specific causes.
- We have a once a year mission conference where our people pledge so much a week over and above their tithe. It then is divided for missions.
- Missions Faith Commitment Giving year-round with special offering envelopes at appropriate season.
- All monies are budgeted.
- We designate 25% of our missions budget to Lottie Moon and Annie Armstrong.
- Use budget money for this cause.
- We promote weekly/monthly giving that is divided and Annie and Lottie offering.
- Special missions offering, Lottie Moon.
- Global Missions budget promotion including regular giving to variety of mission causes (AA and LM).
- Faith Promise Missions Offering year-round.
- We have a Global Mission Conference offering and/or pledge for giving throughout the year with both special emphases offerings.
- Christmas offering for Missions (CBF & IMB) and Easter offering (CBF & NAMB).
- Faith Promise Missions.
- Two special offerings, divided between all mission causes.
- We promote one special missions love offering all during the year and divide it up between NAMB and IMB.
- AA in spring (70% NAMB; 20% state missions; 10% assoc. missions) Then international missions in December

Appendix D

Specified “other” responses to the categorical question: *Which of the following special events and emphases do you use for mission education and promotion?*

- Actual mission involvement
- Direct mission involvement (local, national, international)
- Annual Mission Sunday
- Annual mission trips; VBS offerings go to one of our missions
- August is mission month
- Mission Banquet and reports from Mission Trips
- Mission banquet with missionary speaker
- Banquet (missions), promotional video tapes
- Baptist Children’s Home, Mission of Hope
- Bulletin inserts, handouts, newsletter promotional info used
- CBF Global Missions and state Week of Prayer
- Children’s Mission offering during December
- Christmas “gift” to Jesus—Lottie Moon/Annie Armstrong
- Christmas for Christ offering combining all
- Christmas offering for the world
- Director of Missions, trips, etc.
- Each Wednesday: IMB mission video
- Essentials use every Wednesday in Prayer Service
- E-ssentials videos; both IMB and NAMB videos every Wednesday
- GAs and from pulpit
- Global Focus Seminar
- Global Focus—Global Impact Mission week
- Global Impact Celebration
- Global Impact Celebration; monthly missions newsletter; testimonies; telephone call ins from international mission areas; strategic partnerships
- Global Impact Celebrations
- Global Mission Fest (annual)
- Global Missions Conference
- Guest missionary speakers
- Guest speakers
- Guest speakers throughout the year; missionaries visit by invitation with AWANA groups
- Hands On Mission Trips
- Have a World Missions Offering dinner in Nov. collect offering until the end of Dec. to meet our offering goal
- Information we produce

- Int'l Missions banquet
- Local missions work
- March for International Missions
- Materials in bulletin, videos in service....We participate in Voice of the Martyrs Ministry (now SC mission) and other opportunities
- Messages from pulpit
- Mission banquet, Week of Prayer for State Missions
- Mission Conference—Annually
- “Mission Moments” every Sunday. March for Missions/Prayer of Nations (every December)
- Mission Month—December
- Mission projects and trips
- Mission speakers in worship services, mission envelope in every month's offering envelopes
- Mission testimonies and missions videos
- Mission Trip Report Night
- Mission trips
- Mission trips and involvement
- Mission trips to other countries
- Mission trips/partnerships
- North American Missions Study sometimes only done on WMU level, not churchwide
- Missionaries on furlough
- Missionaries preach from pulpit; a mission center with tape cuts playing; team reports from pulpit
- Missionary Moments every Sunday
- Missionary Night at Christmas
- Missionary speakers in services and ministry opportunity videos
- Missionary speakers, monthly missions night with speakers and program
- Missions Day
- Missions First! (monthly, coed, Wed. p.m.)
- Missions Month
- Missions Prayer Request
- Missions trip reports
- Missions trips and reports from missionaries
- Month of January is devoted to promotion
- Month of Missions; frequent missionary speakers; weekly prayer emphases
- Month-long emphasis ending with commitment day, money given year-round
- On Mission Church Conference

- Periodic Missions Moments from the pulpit/weekly publishing of missions moments in the bulletin
- Perspectives on Worldwide Christian Movement (15-week course)
- Prayer Circles (WMU)
- Prayer for mission trips
- Promote from the pulpit
- Promotion of church mission work and celebration upon their return
- Romanian Missions
- Samaritans Purse—Operation Christmas Child
- Sermon by the pastor for each offering
- Speakers, publicity, personal contact
- Special emphasis first Sunday night in December
- Special Missionary speaker and Missions March
- Special projects
- SS Class Mission Facilitators, Mission trip report services
- State mission prayer
- State mission study, associational mission study
- State missions
- State missions week of prayer
- 2-minute video clips doubled our state offering
- Use brochures only for bulletin inserts
- Videos during services
- Videos in worship services; mission trip to Mexico
- Videos, news promo written; bulletin board; posters; attendance board
- Videos, testimonies, mission speakers, weekly prayer throughout the year
- Visiting missionaries—CBF & SBC
- Volunteer trips, World Changers
- We are starting a mission church in Guatemala (St. Thomas), which will keep our attention on missions in a “hands on” way; sponsored a mission trip to Chile in May 2001
- We dedicate the month of March to world missions emphasis
- We do various self-designed prog. ed. to specifically address our focus
- We encourage gifts to missions every Sunday and divide it on a percentage basis to local, assoc., state, AA and Lottie Moon
- We have an annual Global Impact Conference
- We have individuals personally involved in going on mission projects
- We telephone missionaries on Sunday mornings and interview them during worship.
- We use the monthly bulletin inserts put out by NAMB and IMB.

- Week of Prayer and Offering for State Missions. This year only also promoted special offering for Bassar (Language) Bible Fund through SBC IMB.
- Week of prayer for state missions
- Weekly mission offering and special services for missions
- Weekly prayer for missionaries, monthly mission testimony
- Weekly prayer for missions and missionaries during worship services
- Window on the World, OnMission inserts
- Wk of prayer for our state missions and wk of prayer for our own local missions
- WMU Celebrations
- World Day of Prayer
- Worldwide Missions Center
- Year round mission giving (bulletin inserts, etc.)

Appendix E

Specified “other” responses to the categorical question: *Which missions education organizations does your church have?*

- Adults on Mission
- Adults on Mission, Youth on Mission
- All functions in our church are on mission
- AWANA
- AWANA (we do missions ed. for children through this); Missions Team, VBS missions segment; 2 special missions services
- AWANA and other mission programs
- AWANA with SBC emphasis
- AWANA; men’s and women’s missions
- AWANA—Our youth ministers do a great job of producing their own materials re: missions
- AWANA—Promotions of SBC missionaries
- Children in Action
- Children/Youth
- Children’s Mission Clubs
- Children’s summer program
- Challengers
- Disaster Relief
- Full-time Missions Pastor, Mission Committee, Mission Ed Class for Grades 1-5; Mission Institute
- GCNet (Mission Center) We design our own.
- Global Impact Team
- Global Ministries
- Graded for children; we are beginning missions that will have men’s and women’s groups
- Great Commission Resource Center
- Kid’s Club
- Kids on mission
- Ladies Bible Study; Men’s breakfast
- Local/national/international teams
- Men and Women on Mission, other in-house training, kids education
- Men at Work
- Men’s Ministry
- Men’s Prayer Group
- Mission Committee
- Mission committee/serve to train all the church in various ways

- Mission Council
- God's Gang (grades 1-5), Missions Component of Youth Ministry
- Kids on Mission
- Mission Kids
- Mission Team
- Mission/Evangelism Committee
- Missionary Care Team, Women's Ministry, Mission Council
- Missions "Partnership in Missions" Team
- Missions Committee
- Missions Committee
- Missions Committee and Russia Committee
- Missions Committee headed by staff liaison M.O.M.
- Missions Committee of men and women who plan, promote, and publicize offerings and projects
- Missions Council
- Missions Facilitators, Global Impact
- Missions First!
- Missions Minister
- Missions Ministry
- Missions Ministry Team
- Missions Ministry Team (we have a full-time missions/evangelism pastor)
- Missions Ministry Team—Learning missions by experience
- Missions Team
- Strong Ladies' Ministry
- Missions World Impact Team, International Student Ministry, RAs, GAs, Mission Friends
- Missions/Outreach Team
- M-PACT (for children)
- Music and Missions—Sunday P.M.—for children
- Promoted by staff and Women's Ministry
- On Mission Team
- Part of Children's Ministry is geared to missions
- Pastor and staff
- SS led mission projects
- Stewardship/finance committee
- Summer Mission Kids study/activities
- Sunday School
- Team Kids

- Mission Kids
- Missions Moment
- We have our own mission board that sponsors, organizes, and oversees missions projects in which our members take part (most in cooperation with SBC)
- We take members on mission trips around the world! That's a novel way of teaching
- We use children's mission materials
- [WMU] Makes little if any actual contribution to Missions Program
- WMU is a small part of our Women's Ministry
- WOM
- Woman's Ministry
- Women in Actual Mission Projects
- Women's Enrichment Ministry
- Women's Ministry
- Women's Ministry and Men's Ministry not related to missions education
- Women's Ministry, Men's Ministry
- Youth Mission Circles
- Youth on Mission

Appendix F

General comments provided on the questionnaire, but not as a response to an open end question:

- Elevated awareness
- We would not be doing as well with One Mission Offering as we are promoting LMCO, AAEO, and state. “I have friends in churches that do this [One Mission Offering] and their mission giving is by no wise on the level of ours....”
- 2001 first year for one special missions; figures for 2000 much lower than 2001 projection
- Make better use of the money.
- We have a mission saving club where you can give regularly all year.
- The annual Missions Conference has been the key factor. The both/and approach has worked well for our congregation the past 3 years.
- This will probably be decreased sharply in 2002 because the church membership is not pleased with the way the monies are being handled. We are presently looking at ways to get the monies to the mission field and to our missionaries on the field. I am so unhappy that we have had to discuss this problem, but it has been forced on us with all the “controlled changes.”
- Need more mission exposure and education
- more prayer, more finances, more volunteers!!!
- This is our first [year for combined missions offering]
- Though the giving has increased I’m not certain missions awareness is any greater or any less.
- We are a mission-oriented church—never had a problem in giving toward missionaries
- We are a very mission minded church—sending many from our church on several mission trips each year. We even started a new church (mission) this year. PTL! We emphasize every week in our Sunday bulletin, mission giving. We show the annual goal and post how much has come in each week, and show the YTD amount received. We have found that by giving weekly or monthly, our total dollars to missions has increased greatly. We divide our total of WMO 3 ways: 50% International missions; 30% North American missions; 20% state missions (Edna McMillan)
- We are moving toward combining our offering with a World Missions Conference
- We are no longer an SBC church
- We are no longer an SBC church. Remove us from your mailing list!
- We support many special mission directed offerings; We have done occasional mission fairs, but we do missionaries in services and ministry opportunity videos; church budget for missions is 14%—actual giving for missions outside budget often equals that amount. Our church does not fit your questionnaire. Most of our mission and ministry work is outside of SBC structures.
- We tried a combined offering but did not work well

- We promote CBF mission offerings simultaneously
- Various other mission projects; Also Week of Prayer for State Missions, sermons, mission speakers, bulletin inserts, skits and other
- We changed last year to 2 emphases
- We are in discussion of using one offering per year.
- I wish we did combined emphasis.
- We have a Cambodian mission church right on our property. We also have 2 missionaries in Russia from our church (Navigators); 2 in Brazil (IMB); 1 in China (IMB); 1 in Pittsburgh as college missionary to students. Our Cambodian associate pastor has recently been accepted by the IMB to Cambodia.

re: *Has the combined offering promotion increased overall missions giving?*

- From \$6,200 for all mission causes to \$31,000 last year
- Initially we saw a big increase, however so many are giving to the year round missions budget that goes in so many directions, that giving to individual offering goals have been reduced.
- 24% the 1st year!!!
- by 200% !!!
- Eventually it will as we improve how we do it!
- 4x
- a tremendous amount
- tremendously
- dramatically
- Increased giving
- I don't believe the "overall missions giving" approach would have increased our giving on its own. Still need the separate offerings.
- Since we have adopted the Global Focus model—it's going through the roof!
- Substantially better since combined missions offering