

Promotion Strategy for the Annie Armstrong Easter Offering

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Introduction

The promotion of the Annie Armstrong Easter Offering (AAEO) is a primary concern for the North American Mission Board's financial health. This document provides evidence from the 2001 Annual Church Profile (ACP) that a single style of promotion is not effective with all Southern Baptist congregations.

The average (mean) gift to the AAEO was \$1,204, as reported by 40,593 congregations in 2001. The median gift (50th percentile) was \$320. Half of the congregations gave less than \$320 to the AAEO that year. The mean and median per capita gifts (per resident member) to the AAEO in 2001 were \$4.48 and \$2.37, respectively.

Presence of Mission Education Programs

Woman's Missionary Union (WMU) began the AAEO and has promoted it among its members historically. It is no surprise that congregations reporting enrollment in WMU programs on the 2001 ACP gave more to the AAEO than those with no enrollment. Table 1 in the attached file compares gifts from the 18,498 congregations with no WMU enrollment to the 22,095 congregations with WMU enrollment. Average total gifts to the AAEO were \$444 for no-WMU congregations and \$1,840 for WMU congregations. Average per capita gifts were \$3.27 and \$5.48 for the two groups of congregations.

The presence of NAMB's mission education programs is related to the presence of WMU programs. Considering only at the men's and boys programs of NAMB (see table 2), the 25,514 congregations with no enrollment gave an average of \$632 to the AAEO, while the 15,709 that had enrollment averaged \$2,172. Average per capita gifts were \$3.97 and \$5.33, respectively, for these two groups.

Table 3 provides a composite view (cross-tabulation) of both mission education organizations. The presence of WMU is more important than the presence of NAMB's education programs in affecting gifts to the AAEO. This suggests two separate strategies for promoting the offering depending on whether congregations have a functioning WMU.

Church Size

Gifts to the AAEO increase with church size. Table 4 indicates this fact for total gifts, but much less so for per capita gifts. Average gifts from congregations with 1 to 79 total members was \$125, compared to \$383 for those between 80 to 199, \$829 for those between 200 to 399, \$2,555 for those between 400 to 1,999 and \$11,449 for those congregations with at least 2,000 total members. Although per capita gifts also increased with size, the range from the smallest to the largest congregations was only \$4.19 to \$5.18.

Table 5 shows that the presence of WMU is extremely important for all size categories. For each size grouping, average gifts to the AAEO are nearly double from congregations with WMU compared to those without WMU.

Region

The southern states of Alabama, Arkansas, District of Columbia, Florida, Georgia, Kentucky, Louisiana, Maryland, Mississippi, Missouri, North Carolina, Oklahoma, South Carolina, Tennessee, Texas, and Virginia were compared to non-southern states in gifts to the AAEO. Table 6 shows that average gifts in the South were \$1,269 compared to \$858 outside the South.

Mean gifts per resident member were actually higher outside the South, \$5.65 compared to \$4.26 in the South.

There seems to be one interesting regional difference related to congregation size. In the South, average per capita gifts to the AAEO increase as total membership category increases. Gifts per resident member range from \$3.39 for congregations with 1 to 79 total members to \$5.38 per resident member for congregations with 2,000 or more total members. Outside the South, smaller congregations actually give more per capita than larger churches. The 54 non-Southern congregations averaged only \$2.12 per resident member in AAEO giving.

Missions Giving (CP and LMCO)

Congregations that contribute to the Lottie Moon Christmas Offering (LMCO) and to the Cooperative Program also contribute to the AAEO. Table 7 shows dramatic differences in gifts to the AAEO between the 10,904 congregations not contributing to the LMCO (\$48 average per congregation and \$0.48 average per resident member) and the 29,689 congregations that gave to the LMCO (\$1,631 average per congregation and \$5.94 average per member).

Table 8 shows that congregations also increase gifts to the AAEO as their commitment to the Cooperative Program increases. Congregations that give nothing to the Cooperative Program give little (\$0.83 per capita) to the AAEO. Furthermore, congregations giving 10 percent or more of their undesignated offerings to the Cooperative Program gave \$7.10 per capita to the AAEO.

Race and Ethnicity

Congregations have been categorized by their primary racial and ethnic make-up. Predominantly Anglo (White non-Hispanic) congregations averaged \$1,353 in AAEO gifts in 2001, and averaged \$4.89 per resident member (see table9).

African American congregations reported mean gifts to the AAEO of \$46 per congregation and \$0.42 per resident member. Hispanic congregations gave \$98 per congregation and \$1.77 per capita.

Native American congregations averaged \$328 in AAEO giving , and gave \$2.93 per resident member. Asian congregations reported average gifts of \$196 and gave \$2.00 per capita.

None of the major racial/ethnic groups approached the Anglo congregations in giving to the AAEO, even when per capita giving was considered.

Recommendations

The most important distinction to make in promoting the AAEO is whether a congregation has a WMU organization. If so, the promotional materials are likely to have greater impact if they are sent directly to the WMU director and geared for WMU use. NAMB should recognize the WMU Director as the key promoter of missions giving in these churches, not the pastor.

For congregations with no WMU organization, two things need to occur. Promotional materials geared for the use of the pastor should be sent to him directly. If the goal is to elicit more giving to the AAEO from this group of churches, the most important strategy is to encourage the pastor to start a WMU organization.

Gifts to the AAEO are greater in congregations that support the LMCO and the Cooperative Program. Denominational loyalty is the key to increasing missions giving to all causes. A task force of leaders from the International Mission Board, NAMB, WMU, and the Executive Committee should brainstorm ideas for joint promotion of all three offerings.

Should NAMB produce AAEO promotional materials in languages other than English? The two primary candidates are Spanish and Korean. In the 2001 ACP database, there were 2,605 Hispanic congregations and 692 Korean Congregations. The third largest language group would probably be the 308 Haitian congregations, most of whom probably speak French. In addition to the Haitian congregations, 9 others were French speaking.

Larger congregations outside the South need encouragement in giving to the AAEO, as their gifts per resident member lag behind the overall mean of \$4.48. For every size category, both in the South and non-South, congregations with WMU give more than those without WMU. Any adjustments to promotional materials by size of congregation should be a matter of convenience for the different congregations. Targeting WMU Directors is the best strategy for any size congregation in either region of the country.

Table 1

Mean and Median Gifts to AAEO Reported on the 2001 Annual Church Profile, by Presence of WMU

	Congregations	Mean AAEO	Median AAEO
WMU Absent	18,498	\$444	\$0
WMU Present	22,095	1,840	763
Totals	40,593	1,204	320

Mean and Median Gifts to AAEO Per Resident Member, 2001

	Congregations	Mean AAEO per Res Mbr	Median AAEO per Res Mbr
WMU Absent	18,498	\$3.27	\$0.00
WMU Present	22,095	5.48	3.79
Totals	40,593	4.48	2.37

Table 2

Mean and Median Gifts to AAEO Reported on the 2001 Annual Church Profile, by Presence of NAMB's Mission Education Programs

	Congregations	Mean AAEO	Median AAEO
NAMB Absent	25,514	\$632	\$125
NAMB Present	15,079	2,172	944
Totals	40,593	1,204	320

Mean and Median Gifts to AAEO Per Resident Member, 2001

	Congregations	Mean AAEO per Res Mbr	Median AAEO per Res Mbr
NAMB Absent	25,514	\$3.97	\$1.29
NAMB Present	15,079	5.33	3.85
Totals	40,593	4.48	2.37

Table 3

**Mean and Median Gifts to AAEO Reported on the
2001 Annual Church Profile, by WMU and NAMB**

	Congregations	Mean AAEO	Median AAEO
Neither	17,290	\$410	\$0
NAMB Only	1,208	926	221
WMU Only	8,224	1,097	500
Both WMU and NAMB	13,871	2,281	1,010
Totals	40,593	1,204	320

Mean and Median Gifts to AAEO Per Resident Member, 2001

	Congregations	Mean AAEO per Res Mbr	Median AAEO per Res Mbr
Neither	17,290	\$3.28	\$0.00
NAMB Only	1,208	3.20	1.29
WMU Only	8,224	5.41	3.40
Both WMU and NAMB	13,871	5.52	4.04
Totals	40,593	4.48	2.37

Table 4

**Mean and Median Gifts to AAEO Reported on the
2001 Annual Church Profile, by Total Members**

	Congregations	Mean AAEO	Median AAEO
1 to 79	9,099	\$125	\$0
80 to 199	10,876	383	181
200 to 399	9,737	829	539
400 to 1,999	10,017	2,555	1,546
2,000 and Over	864	11,449	7,482
Totals	40,593	1,204	320

Mean and Median Gifts to AAEO Per Resident Member, 2001

	Congregations	Mean AAEO per Res Mbr	Median AAEO per Res Mbr
1 to 79	9,099	\$4.19	\$0.00
80 to 199	10,876	4.28	2.00
200 to 399	9,737	4.51	2.85
400 to 1,999	10,017	4.86	3.52
2,000 and Over	864	5.18	3.85
Totals	40,593	4.48	2.37

Table 5

**Mean and Median Gifts to AAEO Reported on the
2001 Annual Church Profile, by Total Members and WMU**

		Congregations	Mean AAEO	Median AAEO
1 to 79	WMU Absent	6,835	\$101	\$0
	WMU Present	2,264	201	86
80 to 199	WMU Absent	5,853	259	20
	WMU Present	5,023	528	350
200 to 399	WMU Absent	3,347	509	180
	WMU Present	6,390	998	745
400 to 1,999	WMU Absent	2,274	1,317	569
	WMU Present	7,743	2,919	1,827
2,000 and Over	WMU Absent	189	6,940	2,404
	WMU Present	675	12,712	8,624
Totals		40,593	1,204	320

Mean and Median Gifts to AAEO Per Resident Member, 2001

		Congregations	Mean AAEO per Res Mbr	Median AAEO per Res Mbr
1 to 79	WMU Absent	6,835	\$3.71	\$0.00
	WMU Present	2,264	5.61	2.25
80 to 199	WMU Absent	5,853	3.08	0.19
	WMU Present	5,023	5.68	3.61
200 to 399	WMU Absent	3,347	3.14	1.00
	WMU Present	6,390	5.23	3.79
400 to 1,999	WMU Absent	2,274	2.75	1.50
	WMU Present	7,743	5.48	4.05
2,000 and Over	WMU Absent	189	2.66	1.13
	WMU Present	675	5.88	4.61
Totals		40,593	4.48	2.37

Table 6

**Mean and Median Gifts to AAEO Reported on the
2001 Annual Church Profile, by South versus non-South**

	Congregations	Mean AAEO	Median AAEO
Non-South	6,407	\$858	\$160
South	34,186	1,269	370
Totals	40,593	1,204	320

**Mean and Median Gifts to AAEO
Per Resident Member, 2001**

	Congregations	Mean AAEO per Res Mbr	Median AAEO per Res Mbr
Non-South	6,407	\$5.65	\$2.00
South	34,186	4.26	2.43
Totals	40,593	4.48	2.37

Table 7

**Mean and Median Gifts to AAEO Reported
on the 2001 Annual Church Profile,
by Whether Church Gave to LMCO**

	Congregations	Mean AAEO	Median AAEO
No LMCO Gifts	10,904	\$42	\$0
LMCO Gifts	29,689	1,631	629
Totals	40,593	1,204	320

Mean and Median Gifts to AAEO Per Resident Member, 2001

	Congregations	Mean AAEO per Res Mbr	Median AAEO per Res Mbr
No LMCO Gifts	10,904	\$0.48	\$0.00
LMCO Gifts	29,689	5.94	3.84
Totals	40,593	4.48	2.37

Table 8

**Mean and Median Gifts to AAEO Reported on the
2001 Annual Church Profile, by Cooperative Program Support**

	Congregations	Mean AAEO	Median AAEO
No CP	7,324	\$70	\$0
CP < 10%	23,731	1,198	389
CP >+ 10%	9,538	2,089	974
Totals	40,593	1,204	320

Mean and Median Gifts to AAEO Per Resident Member, 2001

	Congregations	Mean AAEO per Res Mbr	Median AAEO per Res Mbr
No CP	7,324	\$0.83	\$0.00
CP < 10%	23,731	4.55	2.68
CP >= 10%	9,538	7.10	4.62
Totals	40,593	4.48	2.37