

A Great *Multitude* + You

Rev. 7:9

imb

LOTTIE MOON
CHRISTMAS
OFFERING®

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

AFTER THIS I LOOKED, AND BEHOLD, A GREAT MULTITUDE THAT NO ONE COULD NUMBER, FROM EVERY NATION, FROM ALL TRIBES AND PEOPLES AND LANGUAGES, STANDING BEFORE THE THRONE AND BEFORE THE LAMB, CLOTHED IN WHITE ROBES, WITH PALM BRANCHES IN THEIR HANDS, AND CRYING OUT WITH A LOUD VOICE, “SALVATION BELONGS TO OUR GOD WHO SITS ON THE THRONE, AND TO THE LAMB!”

REVELATION 7:9–10 ESV







Together

we're reaching
the multitudes.

A Great Multitude + You

Dear Partners,

What a joy it is to have access to a heavenly perspective! Revelation 7:9 reveals to the faithful reader a future scene where all the saints, from every nation and tongue, are together and united in worship. I am filled with immense gratitude as I consider the strides we have taken to make this vision a reality, as so many of you have displayed a willingness to pray, give, go and send for the sake of the Kingdom of God.

With great excitement, we present this Global Impact Guide to you in order to report the significant success of your missionaries abroad. This report also details future opportunities ahead for IMB missionaries, highlights areas where greater action is required and demonstrates the full potential for widespread support within the Southern Baptist Convention. For this reason, we are reminded of our shared history of missional boldness. The mission impact of Lottie Moon testifies to the immeasurable value placed on the Great Commission within our denomination. My prayer is that we will live up to her legacy through the way we collectively respond to this report.

As you explore this report, please join me in praying that our missional reach might expand, as we await a multitude too great to number; a great multitude + you.

Blessings,



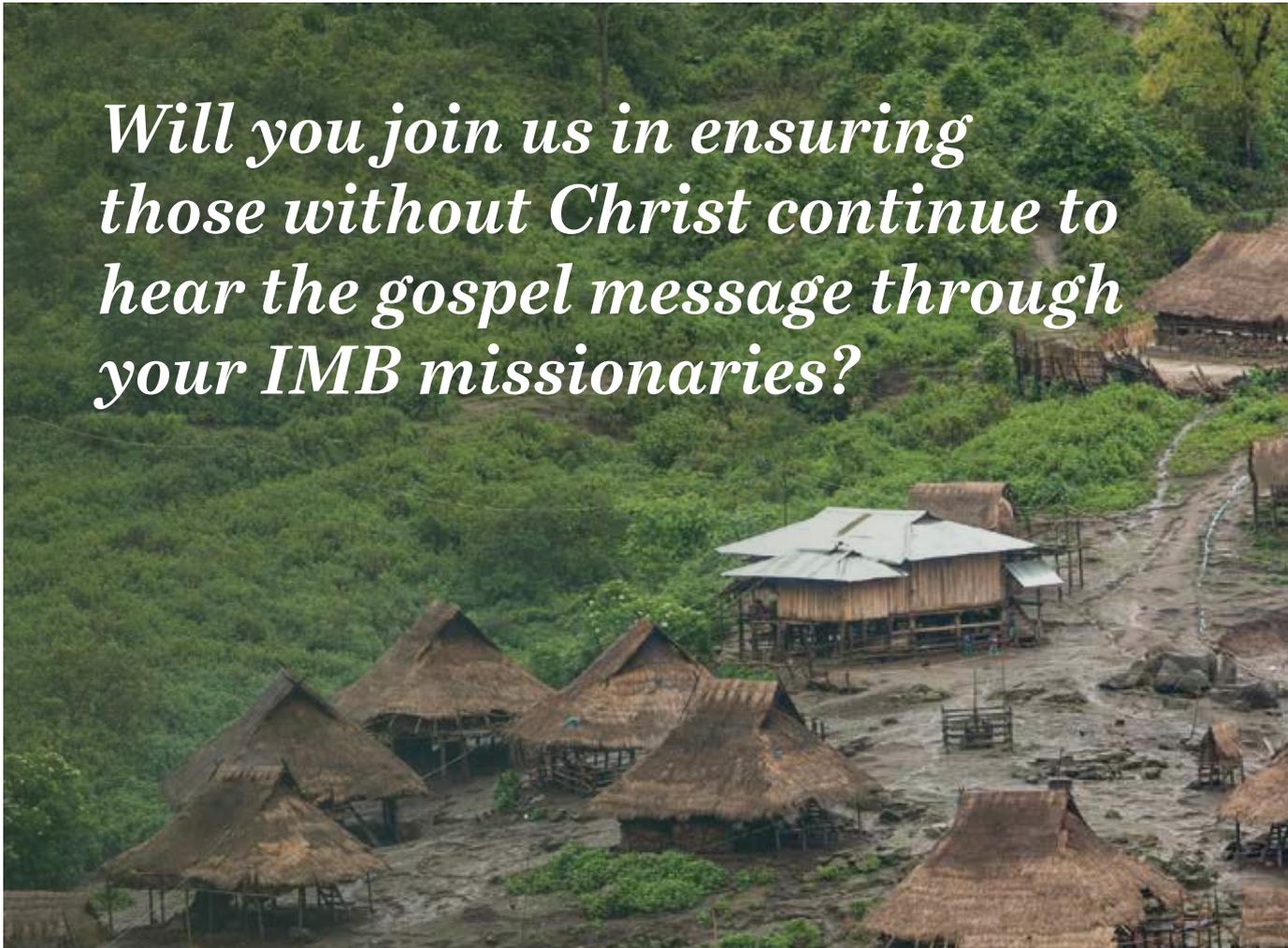
Paul Chitwood



FOR 175

our gospel witness has gone

*Will you join us in ensuring
those without Christ continue to
hear the gospel message through
your IMB missionaries?*



YEARS

forward without interruption.



175
SINCE 1845
imb

Make history at
imb.org/lmco.

The global need for missions is *more urgent than ever.*

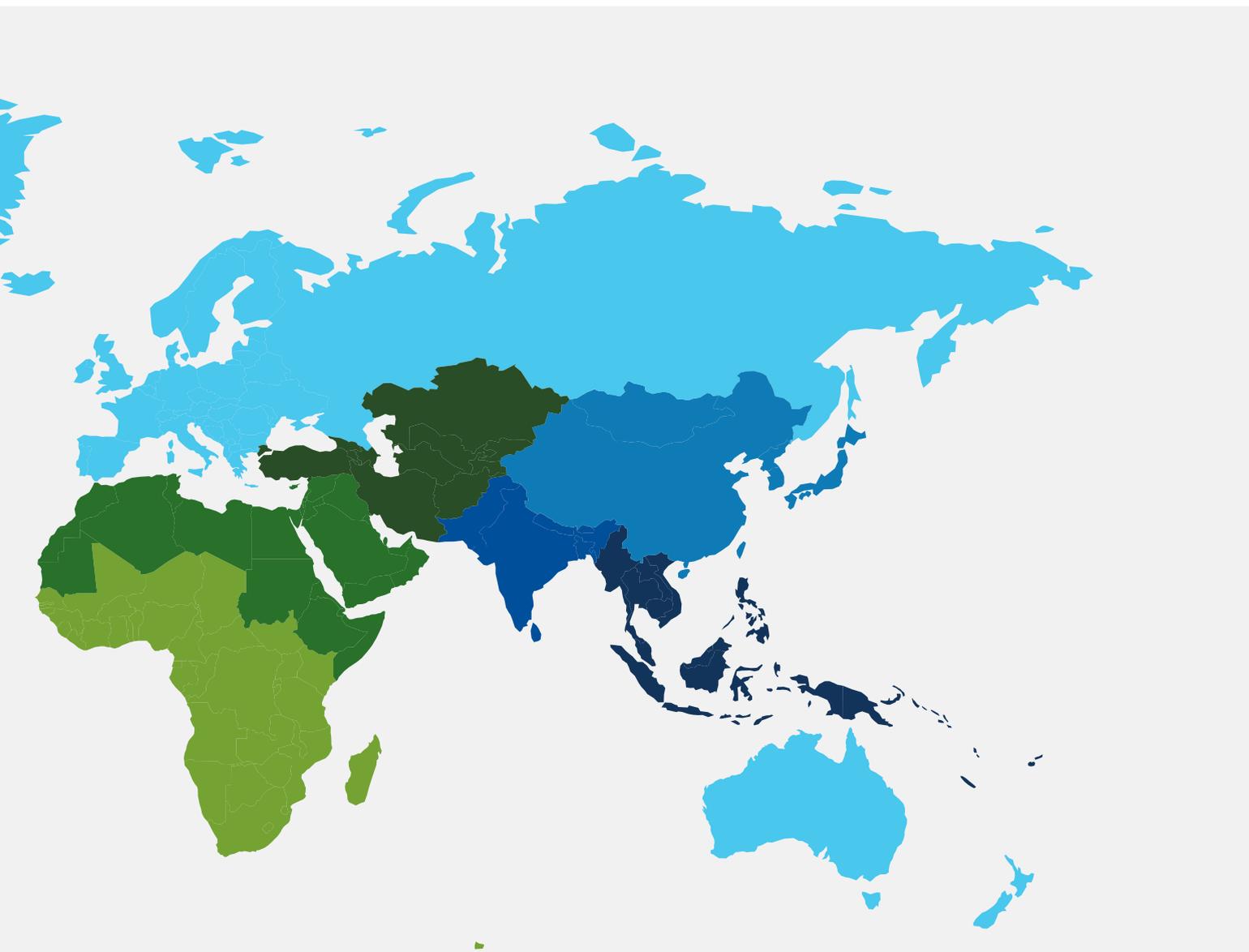
154,937 PEOPLE ARE DYING DAILY WITHOUT CHRIST.



7,070 UNREACHED PEOPLE GROUPS

4.5 BILLION UNREACHED PEOPLE

The world population is growing by almost 1.5 million people every week, while it's estimated that evangelical Christians only share the gospel approximately 275,000 times per week.





Our vision is *more attainable than ever.*

A multitude from *every language, people, tribe and nation* knowing and worshipping our Lord Jesus Christ.





Participate in
the campaign at
imb.org/lmco.

47,530

churches cooperating
with the Southern
Baptist Convention

14,525,579

Total membership
reported in the SBC
network of churches

If **25%** of Southern Baptists
gave **\$100** to the Lottie Moon
Christmas Offering, we could
raise nearly

\$400 MILLION

Together



We're able to do so much more than if we chase this vision alone.



FASTER DEPLOYMENT

Get well-trained missionaries into the field faster with established launch programs.



SUSTAINED PRESENCE

The Lottie Moon Christmas Offering allows your missionaries to stay engaged in ministry instead of coming home to raise funds.



REMOTE AREAS

Our resources and reputation allow us to get into remote areas to reach the unreached with the hope of the gospel.



MEMBER CARE

We are able to provide support and mental health care for the missionaries on the frontlines.

“How can a little local church in a small town have a big global impact? By partnering with thousands of other little churches in small towns through the IMB and the Lottie Moon Christmas Offering®.”



Chris Winkleman
Pastor

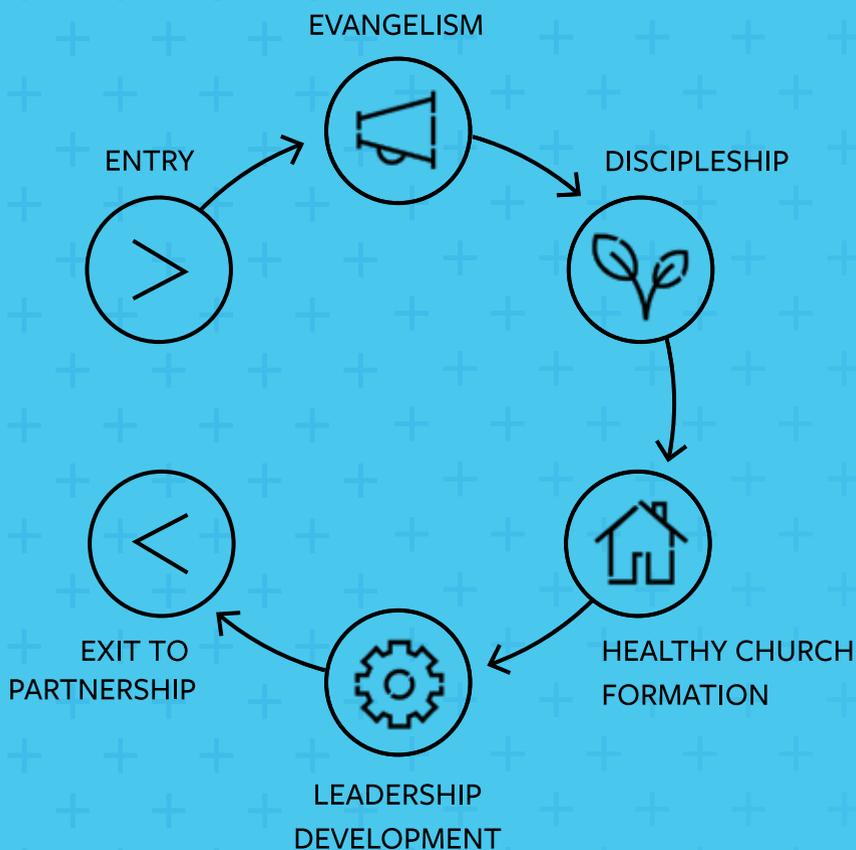
✉ chris.winkleman@gmail.com

First Baptist Church
Harrisburg, Illinois

🌐 fbcharrisburg.com

Join the movement at
imb.org/lmco.

Six Components of the Missionary Task



YOUR GENEROSITY MAKES IT POSSIBLE.

All of the proceeds from the Lottie Moon Christmas Offering® go toward supporting missionaries, from entry through exit to partnership.

Find Lottie Moon resources to lead your church to give at imb.org/lmco.



2019 Global Impact

BY THE NUMBERS



827

People groups engaged by IMB



535,325

Heard the gospel message



47,929

Baptized



12,368

New churches started



33,068

Received advanced
theological training



214

People groups with self-sustaining
ownership in the missionary work

“One thing that makes IMB missionaries unique is the fact that, since they’re fully funded, they have the opportunity and ability to be fully focused on the mission field. And that makes all the difference when you know you have the full support of not only your local church, but the entire Southern Baptist Convention behind you.”



Nathaniel Bishop Jr.

Lead Pastor

✉ n8dabishop@gmail.com

Forest Baptist Church

Louisville, Kentucky

🌐 fbcnewburg.org



Why should we not...
do something that
will prove that we
are really in earnest
in claiming to be
followers of him
who, though he was
rich, for our sake
became poor?

Lottie Moon, September 15, 1887, Tungchow

THE LIFE & LEGACY OF

Lottie Moon



Lottie Moon—the namesake of Southern Baptists’ international missions offering—has become a legend.

But in her time, Lottie was anything but an untouchable hero. In fact, she was like today’s missionaries. She labored tirelessly so her people group could know Jesus.

Well over 100 years ago, a single missionary named Lottie Moon, while serving in China, began writing letters challenging the American church to send and support more workers to go there. After her death on the field, her challenge was heeded in the formalization of an offering in her name. Even if you’re not a Southern Baptist who has given to the Lottie Moon Christmas Offering, her life is a reminder of why we must give to send and support missionaries serving among unreached peoples in unreached places.

- **1840**
Born in Albemarle County, VA
- **1858**
Dedicated her life to Christ
- **1861**
Became one of the first women in the South to receive a master’s degree
- **1873**
Lottie set sail for China
- **1912**
Lottie died on the mission field
- **1918**
Woman’s Missionary Union (WMU) named the annual Christmas offering after Lottie Moon



Born Charlotte Digges Moon, December 12, 1840, in Albemarle County, Virginia, Lottie rebelled against Christianity until she was in college. In December 1858, she dedicated her life to Christ and was baptized at First Baptist Church, Charlottesville, Virginia.

Lottie attended Albemarle Female Institute, female counterpart to the University of Virginia. In 1861, she was one of the first women in the South to receive a master's degree. She stayed close to home during the Civil War but eventually taught school in Kentucky, Georgia and Virginia.



When she set sail for China, Lottie was 32 years old. She had turned down a marriage proposal and left her job, home and family to follow God's lead. Her path wasn't typical for an educated woman from a wealthy family. God had gripped her with the Chinese peoples' need for a Savior.

For 39 years Lottie labored, chiefly in Tengchow and P'ingtu. People feared and rejected her, but she refused to leave. The aroma of fresh-baked cookies drew people to her house. She adopted traditional Chinese dress, and she learned China's language and customs. Lottie didn't just serve the people of China; she identified with them. Many eventually accepted her. And some accepted her Savior.



In 1918, Woman's Missionary Union (WMU) named the annual Christmas offering for international missions after the woman who had urged them to start it.



LOTTIE MOON
CHRISTMAS
OFFERING®

Today, IMB continues Lottie's legacy by promoting the Lottie Moon Christmas Offering® in churches throughout the U.S. to support global missions.

2020 GOAL

\$175
million

Find Lottie Moon® resources to lead your church to give at imb.org/lmco.

Every church. *Every nation.*

Every church, regardless of size or resources, has a role to play in reaching every nation. Your generosity through **praying** and **giving** are the lifeblood of Southern Baptist missions.



Prayer

A WEEK OF PRAYER FOR
A LIFETIME OF CHANGE.

“We have seen a momentum rising with our people as they realize the Great Commission is not optional for believers.”

It’s breathtaking! Our partnership with the IMB has been a tremendous blessing for The Summit Church as together we have seen many disciples made, churches planted, and Christ exalted among many nations. It has only begun!”



Lori Frances
Director of Sending
✉ lori@summitrdu.com

The Summit Church
Durham, North Carolina
🌐 summitchurch.com





Week of Prayer *preview*

Day 1



Sunday, November 29

The Naivasha Children's Shelter in Naivasha, Kenya, provides a safe place for boys who would otherwise be living on the dangerous streets. The shelter workers seek to reunite them with their families.

Day 2



Monday, November 30

In an area of Croatia with 250,000 people and only one Baptist church, Eric Maroney works with a team to broadcast an evangelistic program, which airs twice a week and reaches more than 40,000 people.

Day 3



Tuesday, December 1

Doug Derbyshire has been faithfully visiting Baan Po as a medical missionary for the last six years. After trying every evangelism technique he knew, there was still no church in Baan Po. His last visit in January 2020 sparked new hope as three patients made decisions of faith.

Day 4



Wednesday, December 2

Farmers harvest fish from a pond built to provide a sustainable livelihood for 11 indigenous missionary families. IMB missionary Joe Brewster and his team partner with indigenous missionaries in Peru to engage unreached tribes with the gospel.

PREPARE WITH PRAYER

Begin praying for this year's Lottie Moon Christmas Offering®.

Pray for wisdom in planning sermons and setting a church goal.

Lead your church to pray through the Week of Prayer guide during Week of Prayer. Find resources at imb.org/lmco.

Day 5



Thursday, December 3

Throughout their 175-year history, Southern Baptists have maintained an uninterrupted witness among the nations, in spite of famine, war and civil unrest. This commitment has not come without sacrifice.

Day 6



Friday, December 4

Working alongside Italian and US partners, the Worthys bring the gospel to areas of Italy with little to no evangelical witness by strategically placing partnering groups in areas of Italy where churches do not exist.

Day 7



Saturday, December 5

For 20 years, the IMB worked to maintain a gospel presence among the Khaleela, a Muslim people group in South Asia. After years of setbacks, Luciano and Sofia Serrano moved to the region and are now discipling a woman from the Khaleela who decided to follow Christ.

Day 8



Sunday, December 6

IMB missionaries say thank you to Southern Baptists who give generously so that the gospel spreads to all nations.

Pray for your missions team as they encourage giving and inspire your congregation.

Pray that the Lord would prepare the hearts of your congregation to respond with generosity.

give

YOUR GENEROSITY TRANSFORMS
LIVES AROUND THE WORLD.

100% of the proceeds from the Lottie Moon Christmas Offering provide missionaries the services they need to live among the unreached peoples they serve.

“The Great Commission cannot be fulfilled by a single church but could be fulfilled by the sacrifice and cooperative mission of all of the Southern Baptist churches. It is our privilege and great joy to participate in the vision and the mission of the Kingdom of God.”



Rev. Myoung Cheon Ko
Senior Pastor

✉ peter521@gmail.com

The Connect Church,
Durham, North Carolina

🌐 theconnectnc.church



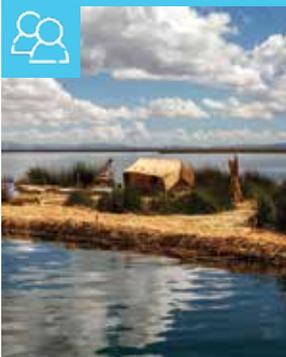


Your generosity sends and sustains missionaries.

3,623

IMB Missionaries

Worldwide as of May 31, 2020



PREPARE THEM TO GO

When God calls missionaries to share the gospel in a different culture, they must prepare for this challenging new vocation. IMB's rigorous training and preparation process helps new missionaries begin their journey well.

\$700

three-month intensive training

\$2,000

vaccinations to prepare for the field

\$2,300

train and launch a new missionary



LANGUAGE EDUCATION

Language proficiency is key to cultural understanding. As learning progresses, missionaries' ability to become part of the community deepens, as does their ability to communicate Scripture and apply it to people's lives.

\$50

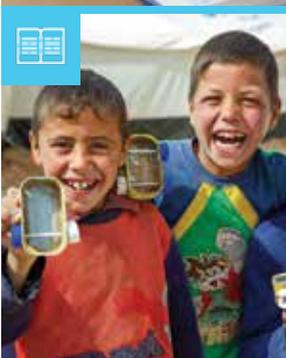
language learning supplies

\$150

one month of in-country language study

\$600

two week intensive "language sprint"



CHILDREN'S EDUCATION

Depending on location, some families homeschool, while others use local or boarding schools. Funds ensure kids receive a good education while allowing missionaries to remain on the field.

\$1,000

homeschool conference for a family

\$2,500

one year of homeschool curriculum and supplies

\$7,500

one year of international school



SECURITY TRAINING

The challenging security situation across the world threatens the basic presence of missionaries. Security training equips missionaries and their families to live as safely as possible in some of the most dangerous areas of the world.

\$600

satellite phones for emergency situations

\$5,800

security training for one missionary

Your generosity
takes the gospel to
the unreached.

89,325

New Believers

Worldwide in 2019



BIBLES

There are 180 million people without access to any Scripture in their heart language, and another 1.5 billion do not have a full Bible, but only portions in their first language.

\$10

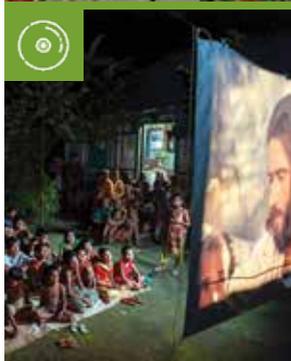
Bible in local language

\$20

ten New Testaments in local language

\$60

Bible study materials for new believers class



AUDIO AND VISUAL GOSPEL

Recordings and gospel films can bridge communication gaps and are easily transportable, especially in places where it's dangerous to publicly share the gospel or carry a printed Bible.

\$6

USB with gospel in sign language

\$50

five evangelistic packets with gospel tract and DVD

\$3,000

production of a gospel film in a new language



ORAL & DEAF LEARNING TOOLS

Reaching non-literate societies or the Deaf requires creativity to seek out methods that accurately present the life-changing gospel of Jesus.

\$2

tube of Henna to illustrate five gospel stories

\$10

USB for unreached Deaf peoples

\$350

translation of one Bible story into sign language



TECHNOLOGY AND MEDIA

Community outreach through the internet and social media joins the gospel conversation with the marketplace of ideas.

\$8

Facebook "boost" to publicize an evangelism event

\$100

one-year website domain name renewal

\$500

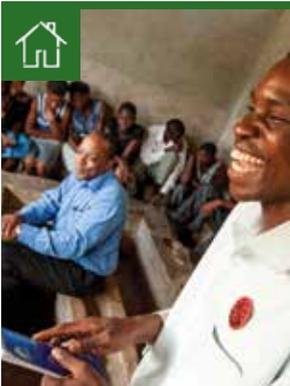
smart phone for producing promotional materials

Your generosity
trains nationals to
multiply disciples.

18,598

Pastors Trained

Worldwide in 2019



**CHURCH
PLANTER
TRAINING**

Training national church planters in evangelism, discipleship and biblical strategies is key to empowering more partners and bringing Christ's salvation to where it is most desperately needed.

\$25
discipleship and training of
a national believer

\$55
two weeks' training for
one house church leader

\$445
training, food and travel
for more than 90 pastors,
leaders and believers



**INTENSIVE
TRAINING FOR
NATIONAL
BELIEVERS**

National believers can often access remote or restricted areas where outside missionaries aren't allowed.

\$500
travel and training to
create gospel stories in an
indigenous language

\$500
travel for a national believer to
share the gospel in a neighboring
restricted access country

\$800
five-tier training event
over five years for Muslim
background believers



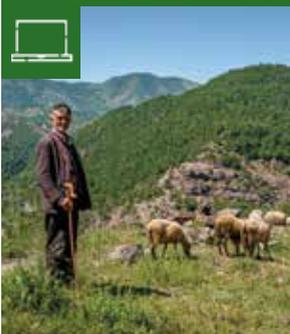
**TRAINING
MATERIALS**

Gospel-centered learning resources in local languages effectively communicate truths and strategies, helping disciples make disciples.

\$53
one week of training
materials

\$500
leader training manuals for
local believers

\$4,500
story books for
200 trainings



**BUSINESS
INITIATIVES**

Helping bivocational pastors become self-sustaining ensures they can continue in ministry to their church while still providing for their families. This, in turn, strengthens house church networks.

\$317
one-time micro-finance grant for a bivocational church planter

Your generosity
meets tangible
needs.

12,368
New Churches Started
Worldwide in 2019



AGRICULTURE

Agricultural projects provide entry to regions that are otherwise difficult to access with the gospel. At the same time, missionaries bring much-needed expertise to rural areas and, often, marginalized people.

\$26
gardening tools and seeds

\$230
two sheep for a family to start
animal husbandry work

\$1,500
large greenhouse for
research, training, growing
new seed varieties



JOB TRAINING

Life changing opportunities can come in the form of learning new skills to those trapped in poverty. Learning a viable trade often means an escape from a life of exploitation.

\$36
sewing teacher for a class of
15, two times per week

\$80
sewing machine for a class

\$1,800
sewing training station to
teach self-sufficiency and
entrepreneurial skills



MEDICAL NEEDS

Unreached communities can often be accessed through medical workers providing desperately needed healthcare in hard-to-reach places.

\$5
20 clean syringes

\$28
diabetes test kit and strips

\$300
renewal fee for IMB doctor's
professional license



REFUGEE CARE

The modern refugee crisis provides unparalleled opportunities to meet the basic needs of individuals and families in biblically mandated mercy ministries while sharing the gospel.

\$1
one hot meal

\$10
warm blanket

\$20
hygiene kit

A man in Southeast Asia works in his rice fields.
He represents close to 8 million people in Southeast
Asia who have never heard the gospel.

“My life as a believer and a minister of the gospel embodies the fruit of the value and the cooperative mission of the International Mission Board and the Lottie Moon Christmas Offering.

I was saved under the preaching of an IMB missionary in Malaysia, in a church built by the Lottie Moon Christmas Offering.

I was equipped and trained at the Southern Baptist Theological Seminary with a scholarship from the IMB; had served as lecturer, dean and then president of the Malaysia Baptist Theological Seminary which was established by the IMB and now have come full circle, serving among pastors and churches stateside and encouraging them to give to the Lottie Moon Christmas Offering.”



Dr. Amos Lee
Executive Director

✉ amosylee@aol.com

Chinese Baptist Fellowship
San Francisco, California

🌐 news.cbfcusa.org





YOUR GUIDE TO A SUCCESSFUL

Lottie Moon Campaign



PREPARE 8 WEEKS OUT

- Recruit a team, pray together, plan your events and set your church goal.
- Invite your missionary partner to speak.
- Order resources for your church.



SHARE 4 WEEKS OUT

- Cast the vision through your sermons, videos and other communication media.
- Distribute the resources you've ordered for your church.



PARTICIPATE THE MONTH OF DECEMBER

- Lead your church to pray during the Week of Prayer using the daily guide.
- Collect your Lottie Moon Christmas Offering® and send to your state convention or IMB by September 30, 2021.

We're here to help.

Call us with questions at **1-800-999-3113**. Order resources at **imb.org/lmco**.



“The International Missions Board is the means by which we get personally involved in praying, offering, sending and going to the nations.”



Guillermo Mangieri
Campus Pastor

✉ gmangieri@istrouma.org

Istrouma en Español
Baton Rouge, Louisiana

🌐 istrouma.org

47,929

People Baptized

Worldwide in 2019





Your prayers and gifts
this season are bringing
*the hope of the gospel to
a world in need.*





Thank you

FOR BEING PART OF THIS
MOVEMENT FOR CHRIST.

2025 Targets

to engage unreached peoples and places

STRATEGIC GOALS FOR THE YEAR 2025

1

MOBILIZE THE CHURCH

Mobilize 75% of Southern Baptist churches to prayerfully and financially support the work of the IMB.

2

SEND 500 MISSIONARIES

Send out 500 new fully funded IMB missionaries.

3

MOBILIZE GLOBAL MISSIONARY PARTNERS

Mobilize 500 new Global Missionary Partners sent out from Africa, the Americas, East Asia and other parts of the world.

4

ENGAGE GLOBAL CITIES

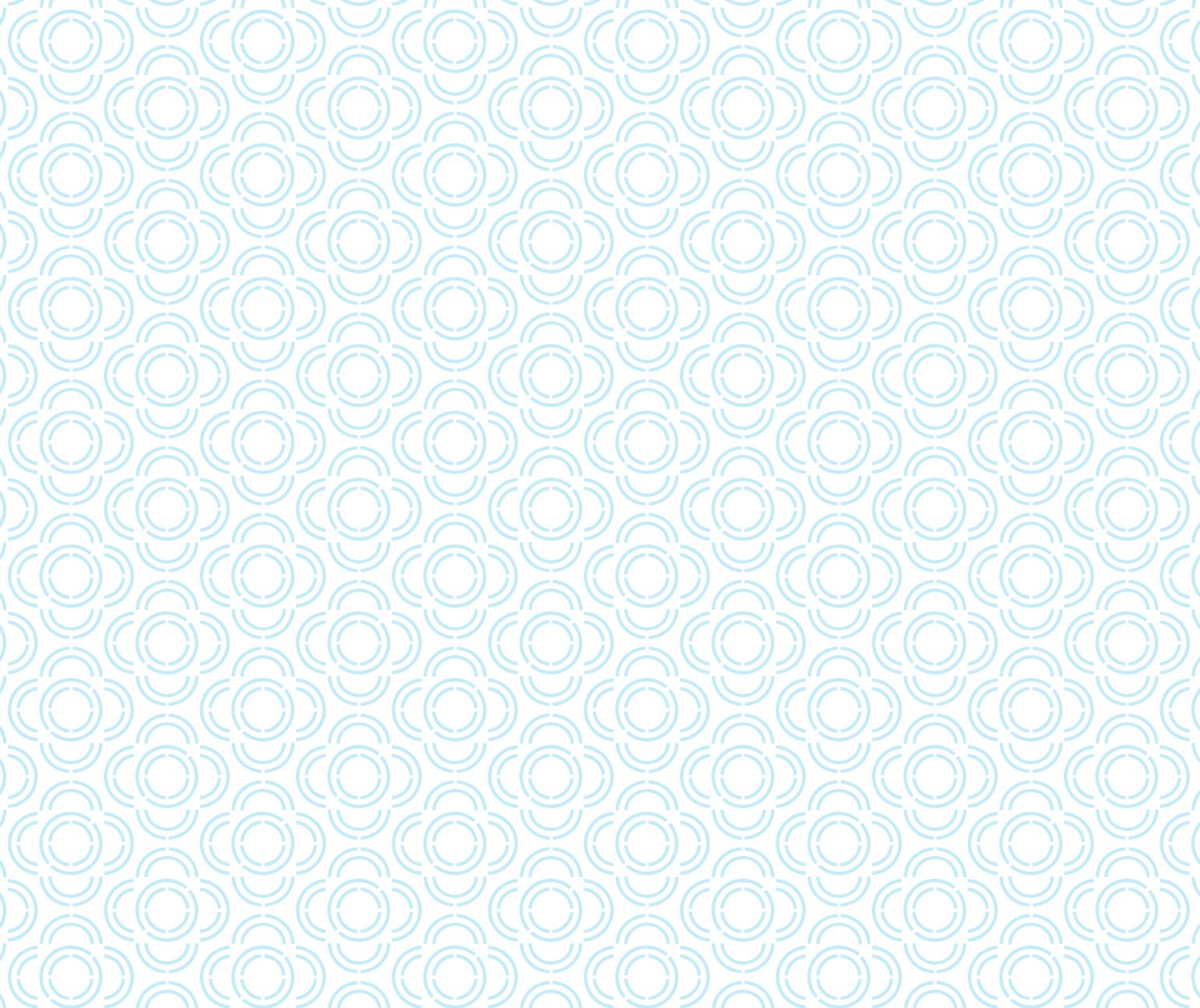
Engage 75 global cities in comprehensive strategies for making disciples and planting churches.

5

CELEBRATE GIVING

Increase receipts to the Lottie Moon Christmas Offering® by 6% annually.





imb.org/lmco

LOTTIE MOON
CHRISTMAS
OFFERING®

VISION

A multitude from every language, people, tribe and nation knowing and worshipping our Lord Jesus Christ

MISSION

To serve Southern Baptists in carrying out the Great Commission to make disciples of all nations



imb

LOTTIE MOON
CHRISTMAS
OFFERING®

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1-800-999-3113

ORDER ADDITIONAL RESOURCES imb.org/lmco