

Lottie Moon Social Media Kit



Thanks for joining us in supporting the Lottie Moon Offering®!

Your church's involvement in giving to Lottie Moon is essential in sending and supporting missionaries through the IMB to be steadfastly present among those who have never heard the gospel.

This **Social Media Kit** is provided to you to help promote the Lottie Moon Offering in three ways:

- express gratitude by highlighting how last year's giving tangibly transformed lives.
- promote Lottie Moon giving for our latest initiative, The Great Pursuit ([imb.org/great-pursuit/](https://www.imb.org/great-pursuit/)).
- share how IMB missionaries are reaching the lost during the Week of Prayer.

General tips for promoting LMCO

Follow the IMB on social media.

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

Use the hashtag #LMCO24 and tag the IMB.

Help us build community around Lottie Moon by utilizing hashtags. This year's hashtag is **#LMCO24**. Other general hashtags that can be used include **#LottieMoon** and **#LottieMoonOffering**. We will monitor the hashtags and share your content on our social platforms. We can't wait to see your church's progress toward its giving goal this year!

Get creative!

We've provided sample posts with images and captions. However, that doesn't mean you are limited to just that. Get creative! Craft the messaging to fit your church's voice and create your own posts.

Recommended Sizes Per Platform

All platforms:
1080x1080



1080x1350



Instagram and Facebook Stories:

1920x1080



Lottie Moon Christmas Offering

Sample Social Posts

The Great Pursuit

Great Commission/Great Pursuit

Facebook/Instagram Caption: Southern Baptists have taken the Great Commission seriously since 1845. Together, we continue to work toward the Great Multitude we see in Revelation 7:9. You can make a difference in the world's greatest problem - lostness - by praying and financially supporting (@imb) missionaries.

Every dollar you give to the #LottieMoonOffering supports the Great Pursuit. Join us in reaching the nations by giving to Lottie Moon at: imb.org/lottie.

X/Twitter Caption: Every dollar you give #LottieMoon supports the Great Pursuit. Together, we make a difference in the world's greatest problem - lostness - by supporting @IMB_SBC missionaries doing whatever it takes to reach the lost. Join us in reaching the nations at: imb.org/lottie.

Missionary Presence

Facebook/Instagram/X Caption: Every dollar you give to the #LottieMoonOffering supports missionary presence around the world in places where Jesus is not known or named. Be a part of enabling gospel transformation through (@imb) missionaries among the unreached today: imb.org/lottie.

You Are Here

Facebook/Instagram Caption: The Great Pursuit is our unwavering effort to reach the nations with the gospel. From the Great Commission in Matthew 28, until the Great Multitude in Revelation 7, God invites us to join Him in the Great Pursuit.

Everything we do in obedience to the Great Commission is our Great Pursuit. Join the Great Pursuit through your generous gift to the #LottieMoonOffering today: imb.org/lottie.

X/Twitter Caption: The Great Pursuit is our unwavering effort to reach the nations with the gospel. Everything we do in obedience to the Great Commission is our Great Pursuit. Join the Great Pursuit through your generous gift to the #LottieMoonOffering today: imb.org/lottie.

Lostness

50,000 Map

Facebook/Instagram/X Caption: Where do people need to hear the gospel? Everywhere. As believers, we all follow God's commands to share the gospel with the world. Join the Great Pursuit through your generous gift to the #LottieMoonOffering today: imb.org/lottie.

Lottie Moon Christmas Offering

Sample Social Posts

Revelation 7:9

Facebook/Instagram Caption: Between the Great Commission and the Great Multitude — you are here! God didn't give His commands to a select few. He gave His commands to the Church—to all believers. Everything we do in obedience to the Great Commission is our Great Pursuit.

Until the gospel has reach every people, place, and language — we have work to do! Join the Great Pursuit through your generous gift to the [#LottieMoonOffering](#) today: imb.org/lottie.

X/Twitter Caption: Between the Great Commission and the Great Multitude — you are here! Everything we do in obedience to the Great Commission is our Great Pursuit. Join the Great Pursuit through your generous gift to the [#LottieMoonOffering](#) today: imb.org/lottie.

Lottie Moon

Facebook/Instagram/X Caption: Lottie Moon's legacy of radial obedience and bold action lives on every year as we pray and give to international missions. Support [\(@imb\)](#) missionaries across the world by giving to Lottie Moon at: imb.org/lottie.

Church Goal

Facebook/Instagram/X Caption: Together, we see lives transformed by the gospel through our support of the [#LottieMoonOffering](#). Our church goal is _____. Join us in supporting [\(@imb\)](#) missionaries across the world by giving to Lottie Moon today at: imb.org/lottie.

God's Work in 2023

2023

Facebook/Instagram/X Caption: Over 3,500 [\(@imb\)](#) missionaries are able to share the gospel in 116 countries because of your faithful giving. Join in the work God's doing around the world by giving to Lottie Moon today at: imb.org/lottie.

Gospel

Facebook/Instagram/X Caption: Missionary presence cultivates gospel access. Gospel access that knows no geographic or social boundary. We celebrate 728,589 people hearing the gospel through the work of your [\(@imb\)](#) missionaries last year. Give to the [#LottieMoonOffering](#) to support gospel access among the least reached at: imb.org/lottie.

Baptism

Facebook/Instagram/X Caption: Missionary presence cultivates gospel belief. We celebrate 116,992 people that came to faith through the work of your [\(@imb\)](#) missionaries last year. Give to the [#LottieMoonOffering](#) to support gospel belief among the least reached at: imb.org/lottie.

Church Planting

Facebook/Instagram/X Caption: Missionary presence cultivates gospel multiplication. We celebrate 12,618 people trained in church planting through the work of your [\(@imb\)](#) missionaries. Give to the [#LottieMoonOffering](#) to support gospel multiplication among the least reached at: imb.org/lottie.

Lottie Moon Christmas Offering

Sample Social Posts

Week of Prayer Posts

Promo

Facebook/Instagram/X Caption: The Week of Prayer for International Missions for the **#LottieMoonOffering** is December 1-8. Join us along with Southern Baptists churches as we pray for missionaries around the world who are faithfully sharing the gospel? Learn more at: imb.org/weekofprayer.

Day 1 (December 1)

Facebook/Instagram/X Caption: The Week of Prayer for International Missions for the **#LottieMoonOffering** is December 1-8. Join us along with Southern Baptists churches as we pray for missionaries around the world who are faithfully sharing the gospel? Learn more at: imb.org/weekofprayer.

Day 2 (December 2)

Facebook/Instagram/X Caption: Gary and Ann marvel at the new believers and their thirst for growth. Still, they pray for a church in a mountain village that was previously unengaged and unreached with the gospel. Read today's Week of Prayer article at: imb.org/weekofprayer.

Day 3 (December 3)

Facebook/Instagram/X Caption: Two years ago, there was no Scripture in Slovenian Sign Language. IMB missionaries led translation efforts so the Deaf could understand the gospel in their heart language. Read today's Week of Prayer article at: imb.org/weekofprayer.

Day 4 (December 4)

Facebook/Instagram/X Caption: Danilo Miranda is Brazilian and now serves with the IMB back in his home country. But his goal is to help Brazilians leave the country to be missionaries to the uttermost parts of the world. Read today's Week of Prayer article at: imb.org/weekofprayer.

Day 5 (December 5)

Facebook/Instagram/X Caption: David and Regan York have faithfully served one cluster of islands for many years. Their vision is many reproducing churches who will reach their own people groups and the nations. Read today's Week of Prayer article at: imb.org/weekofprayer.

Day 6 (December 6)

Facebook/Instagram/X Caption: Civil unrest often disrupts their daily living, but Jay and Ella remain faithful to share the truth of God's Word. They rejoice to see believers responding and trying to worship together. Read today's Week of Prayer article at: imb.org/weekofprayer.

Day 7 (December 7)

Facebook/Instagram/X Caption: John is already seeing fruit from his treks to find unengaged, unreached people groups. He is one of IMB's missionary explorers, working as part of Project 3000. Read today's Week of Prayer article at: imb.org/weekofprayer.

Day 8 (December 8)

Facebook/Instagram/X Caption: Ginny is using her skills to encourage and mentor believers in healthcare professions to use their healthcare background for the Kingdom. God is using her to minister to physical and spiritual needs. Read today's Week of Prayer article at: imb.org/weekofprayer.