



Hello!

First, we want to start by thanking you for partnering with us this year in our Dixie Jackson Arkansas Missions Offering campaign! This social media kit was created to help you share about the Dixie Jackson Arkansas Missions Offering to both inspire and mobilize your church. Below you will find everything you'll need to help promote and encourage your church to participate in this year's Dixie Jackson offering campaign. We've gathered up all our resources and put them in one place to make it as easy as possible.

We've included some tips on how to promote via your social media accounts and provided some sample posts – feel free to use them as they are, change them up, or create your own from scratch!

Throughout the month, we invite you to encourage your church and remind them of the overall mission of Dixie Jackson. We also hope you'll motivate them to inspire each other by sharing stories on social media.

Social Media Tips:

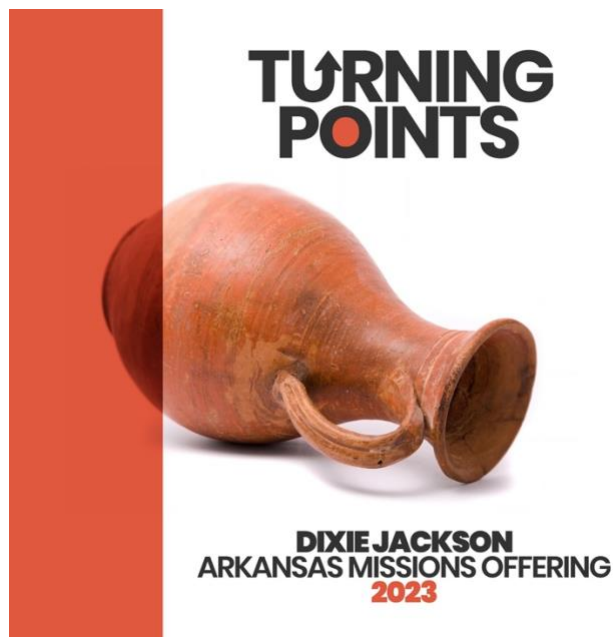
- Like us on Facebook (Arkansas Baptist State Convention) and follow us on Instagram (@arkansasbaptists) for posts and videos you can share on your church's social accounts throughout the season.
- During the Week of Prayer, September 10-17, we will be sharing different ministry feature stories on our Facebook page. We'd love for you to share these too!
- Use/link the <http://absc.org/dj> website on all posts to direct people to the right page.
- Download this year's ministry videos at <https://www.absc.org/resources/dixie-jackson-videos-2023> and share them on social media.
- This year, we have two hashtags we'd like for you to also include in your posts: #DixieJackson2023 , #TurningPoints , and #JarDroppingMoment

Sample Post:

(Below you'll find two sample posts you can utilize on social media. These are only a sample! Feel free to use it word for word or use it as inspiration to create your own!)

Post #1 – Save the Date

Photo:



Caption:

An encounter with Jesus changes everything...

The Arkansas Dixie Jackson Missions Offering & Week of Prayer will be September 10-17. Get ready for a jar-dropping moment!!

Learn how to participate and give at absc.org/dj.

#dixiejackson23 #turningpoints #jardroppingmoment

Post #2 – While It Is Light

Photo:



Caption:

A sacred encounter. A jar-dropping moment. A turning point.

This is what it is all about.

Every dollar given to the Dixie Jackson Arkansas Missions Offering helps RESOURCE and MOBILIZE Arkansas Baptists to SERVE and REACH people with the Gospel of Jesus Christ. 🙌

Learn how to participate and give at absc.org/dj.

#dixiejackson23 #turningpoints #jardroppingmoment

Action Steps:

We ask that you: Post the Dixie Jackson 2023 graphic the week of Dixie Jackson Arkansas Missions Offering and Week of Prayer (September 10-17). We want to emphasize the importance this offering brings to Arkansas Baptists, and with your help we can achieve that goal. We want to ask you to encourage your church and remind them of the overall mission of Dixie Jackson. We also hope you'll motivate them to inspire each other by sharing their stories on social media.