



# I am Dixie Jackson.



# 2018

## PLANNING GUIDE





### Who is Dixie Jackson?

She is more than a woman who lived 100 years ago, who sparked a vision for praying for and giving to Arkansas missions.

Dixie Jackson is every Arkansas Baptist who passionately prays, gives, and serves, making missions work possible all across our great state.

Dixie Jackson is men, women, boys, girls—different backgrounds, but each investing in fellow Arkansans for the Gospel’s sake.

It’s college ministries, community missions, disaster relief, church planting, and more. Impacting lives, one at a time.

It’s a heart beating for missions. It’s us. It’s you. It’s me...

*I am Dixie Jackson.*



## TWO THOUSAND YEARS AGO, JESUS ISSUED A WORLD-CHANGING COMMAND:

*All authority has been given to me in heaven and on earth. Go, therefore, and make disciples of all nations, baptizing them in the name of the Father and of the Son and of the Holy Spirit, teaching them to observe everything I have commanded you. And remember, I am with you always, to the end of the age. Matthew 28:18-20, CSB*

Those who heard that command numbered no more than one of our small- to average-sized churches of today. But, unlike us, they were alone in the task. Jesus had just physically left them, and His promise to be with them to the end of the age must have left them scratching their heads in confusion. How could they possibly “make disciples of all the nations” without His physical presence?

They discovered the “how” very quickly as Christ’s resurrection power descended upon them through the Holy Spirit. Unbelievably, that tiny group took the world by storm, laying every foundation needed for today’s church—a much larger force—to accomplish more than they could have ever imagined.

Distanced from that early, miraculous growth, it is easy for us to focus on all that we cannot do and all that we do not have. Many of our churches are small and limited in resources, and the world is resistant to our message. That misplaced focus causes us to miss what we do have: the complete Word of God, the power of the Holy Spirit, the testimony of those who have served before us, and the beautiful strength of cooperative effort. Together, we can accomplish amazing things in our state, our nation, and our world.

One of the ways we accomplish those amazing things is through the Dixie Jackson Arkansas Missions Offering. First taken in 1928, this annual offering was later named after **Dixie Jackson**, an Arkansas Baptist who labored tirelessly in her efforts to teach fellow Arkansans to see the needs around them, pray for those needs, give as they were able, and go serve as often as possible.

That first offering brought in \$1,000, a sum that seems almost insignificant against the enormous task. But because of that \$1,000 offering, ministries were funded that laid the groundwork for where we are today.



## PLANNING YOUR CHURCH’S PARTICIPATION

- Pray now and throughout the process.
- Read the Planning Guide and other materials available at [absc.org/dixiejackson](http://absc.org/dixiejackson). Decide which ideas to use in your church.
- Reserve appropriate dates on your church calendar for the Week of Prayer, age-level studies, missions projects, and other activities.
- Enlist volunteers to help with publicity, age-level studies, and missions activities.
- Enlist people to give missions testimonies. Ask your pastor to preach a missional sermon. Invite a guest speaker to promote Arkansas missions and the Dixie Jackson Arkansas Missions Offering (see info under “Requests for Arkansas Missions Speakers”).
- Set a goal for your church’s offering.
- Order prayer guides and offering envelopes. Decide how you will distribute these materials.

**ABSC.ORG/DIXIEJACKSON**

# I am Dixie Jackson.



## BAPTIST COLLEGIATE MINISTRIES

Over the years, the Dixie Jackson Arkansas Missions Offering has provided the funding for Baptist Collegiate Ministries to impact college students who might not be reached any other way. Sierra Chavez grew up in church, but spiritual truths never made sense to her. She finally gave up trying to figure out this Jesus she kept hearing about, deciding that church and Christianity were not for her. While studying at the University of Arkansas, though, Sierra found herself drawn to a weekly BCM gathering. For the first time, the truth of Jesus and His gift of salvation were clearly explained to Sierra.

BCM director Cole Penick and Sierra's fellow students at U of A were able not only to reach Sierra with the Gospel but also to plug her into a local church body because of the investment of

Arkansas Baptists. The local church gave to the Dixie Jackson Arkansas Missions Offering, their gift was used to impact a soul for Christ, and that soul returned to become an active part of the local church. When the time is right, the local church will have the privilege of sending Sierra out as a missionary to spread the impact even further.

Students who already have growing relationships with Christ are also being challenged, thanks to churches who give generously to the Dixie Jackson Arkansas Missions Offering. During spring break this year, Dixie Jackson funds enabled 40 BCM students from four Arkansas universities to partner with Arkansas Baptist State Convention Disaster Relief to help with clean-up and rebuilding projects in the Houston area. In one home, experienced DR volunteers utilized the energy and willingness of college students to help a family who had been without an operating kitchen since Hurricane Harvey struck in August 2017.

## DISASTER RELIEF

Arkansas Baptist Disaster Relief exists because of the Dixie Jackson Arkansas Missions Offering, and the continued generosity of Arkansas Baptists is allowing a new generation of Disaster Relief volunteers to see the beautiful results that come from a willingness to engage in hard, dirty work. These students now see needs right around them more clearly, enabling them to serve in their own communities.

## CHURCH PLANTING

As those students graduate and progress into post-college life, this missional mind-set will lead many of them to follow in the footsteps of Roderick Rogers of Fordyce. Confronted with

the needs of the poverty-stricken, hopeless, unreached, and unengaged people of his own community, he hungered to help. But he couldn't do it alone. In 2017, a partnership with the Arkansas Baptist State Convention—funded through the Dixie Jackson Arkansas Missions Offering—opened doors to brand-new possibilities for this passionate church planter, allowing him the training, resources, and partnership needed to start Fordyce Community Baptist Church.

Miraculously, hearts are being softened, needs are being met, and racial barriers are being broken down as First Baptist Fordyce has partnered with Pastor Rogers by providing prayer, funding and manpower for ministry activities. An investment in missions has come full circle for Baptists in Fordyce as they contribute hands-on help and encouragement to a church that was begun because they were willing to give in the first place.

# I am Dixie Jackson.



## ACTS 1:8 ONE DAY MISSION TRIP

Past offering income also laid the foundation for the Acts 1:8 One Day Mission Trip, an annual event that brings Arkansans from around the state to communities similar to the one Roderick Rogers serves, helping local pastors engage and minister in their areas. When begun in 2010, this one-day event was held every other year and drew dozens of volunteers. Now held annually, the Acts 1:8 One Day Mission Trip draws hundreds to serve in a variety of locations and ministries, including block parties, prayer walks, medical missions, sporting activities, laundromat ministry, yard work, home repair and construction, and so much more.

The impact of the Acts 1:8 One Day Missions events is felt as much by those who serve as it is by those being served. Susie Noe, pastor's wife at First Baptist Marked Tree, had never been on a mission trip before. When she, her family, and members of their church joined other Arkansas Baptists in October to serve in North Little Rock, Susie learned firsthand the impact of praying, giving, and serving.

"I think sometimes we get in the way," Susie said, when sharing of her experience. "We put the limitations on, whereas with God, there are no limits."

Participating in Acts 1:8 showed Susie Noe, her family, and her church that God will work through everything we have to give!

## REQUESTS FOR ARKANSAS MISSIONS SPEAKERS

can be made by contacting:  
Arkansas Baptist State Convention  
Toll-free 800-838-2272 or local 501-376-4791, ext. 5150

## PRAYING, SERVING, GIVING

Prayer opens our eyes to needs. Money given through the annual offering enables funding to meet those needs. That funding provides opportunities for service. Finally, those who serve catch the vision, recognizing the need for more prayer and giving. They spread the word, encouraging others to join them in service. The result is more giving and more serving—all adding to the impact of that \$1000 given 90 years ago.

Now, one question remains: What about us? How can we be a part of this ever-growing impact? Dr. Billy Capps asked that same question. A dentist by trade, Dr. Capps had long felt a passion to go and serve. Experience as a dental missionary in Honduras showed him just how much someone with his training and expertise could contribute. After he retired and was no longer licensed to practice dentistry, he knew he still had to serve. He called the Arkansas Baptist State Convention and asked if there was any way they could use a retired, currently unlicensed dentist.

Dr. Capps was connected with a team operating medical and dental clinics around the state where he has had the opportunity to talk one-on-one with patients in poverty conditions rivaling what he once experienced in Honduras. Time and again, he shares the Gospel with incoming patients, planting seeds that he prays will one day take root. His work with the clinics has helped him see firsthand how the Dixie Jackson Arkansas Missions Offering is being put to use, and that experience has led him to increase his own giving each year. He is quick to say that there is a place for anyone who is willing to serve!

The story of missions is woven into the very fabric of who we are as Arkansas Baptists. The heritage of that original band of commissioned believers, carried forward by our own Dixie Jackson and her fellow missions warriors, now urges us to see the full circle of our praying, giving, and going. We have the privilege of engaging in ministry because of the prayers and giving of our predecessors. May we be faithful to act on that privilege.

## CHURCHWIDE IDEAS

**Church members become more engaged** in any event, ministry, or offering when they understand the significance of and meaning behind a promotion. Here are some suggestions for helping your congregation learn more about the Dixie Jackson Arkansas Missions Offering and Week of Prayer, as well as the ministries supported by this annual effort:

- Why do we call this the Dixie Jackson Arkansas Missions Offering? Take a few minutes during Sunday school, Bible study, announcement time, or another gathering and explain who Dixie Jackson was and why the offering is named after her. If your church has a blog or website, consider sharing the information there, as well. You can find summary information in this Planning Guide or online at [absc.org/articles/the-story-of-mrs-dixie-jackson](http://absc.org/articles/the-story-of-mrs-dixie-jackson).
- Incorporate a testimony time into the Week of Prayer or the month leading up to it. Here are some suggestions:
  - Choose a church member or someone from the association who has participated in Acts 1:8 One Day Missions, medical/dental clinics, Disaster Relief, or all three! Ask him or her to share about the experience.
  - Recruit a college student to come and speak about BCM involvement, either from the perspective of the impact the ministry has made on his or her life or about

doors for ministry that have been opened because of participation with the BCM.

- Set up a Q&A time with a local church planter. Determine some questions in advance, but also encourage members of the congregation to engage with their questions about church planting.
- Plan a joint service with a local church plant during your church's Dixie Jackson Arkansas Missions Offering emphasis, either during the Week of Prayer or in the month or so leading up to the offering. Use the service as a platform to share how the annual offering enables church planting and joint ministry opportunities.
- Choose one of this year's highlighted ministries and decide how your church can be actively involved with it. Set a date on the calendar and highlight the hands-on event as you discuss the Dixie Jackson Arkansas Missions Offering and the Week of Prayer. Explain that this event will be made possible because of the past giving of Arkansas Baptists, and encourage church members to give generously so that future events and ministries will be made possible as well.

If your church takes a single, all-encompassing offering each year, consider incorporating one of the above suggestions into the offering emphasis, explaining the importance of Arkansas Baptists supporting statewide missions.

## AGE-LEVEL MISSIONS STUDIES

for adults, youth, children, and preschool can be printed from the website: [absc.org/dixiejackson](http://absc.org/dixiejackson)

If you cannot print materials from the Internet, we will be glad to send you printed copies. Call the Missions Team at 800-838-2272, ext. 5137 or 501-376-4791, ext. 5137.

## MINISTRY IDEAS

**Nothing motivates giving and praying** during the Dixie Jackson Arkansas Missions Offering as much as hands-on involvement in the ministry events and activities we are supporting. Consider some of the following suggestions for initiating ministry opportunities during the offering emphasis:

- Visit [absc.org/ministries/disasterrelief](http://absc.org/ministries/disasterrelief) to see upcoming Disaster Relief training dates. Set out sign-up sheets, and encourage members to pray for and attend the training events. Here are additional ministry ideas:
  - Organize a standing pet-care and childcare group, ready to provide support when Disaster Relief volunteers are called out.
  - Contact a local BCM and ask about sponsoring a group of students to help them receive the training and tools they need to participate in Disaster Relief.
- Actively promote missions involvement that matches the life of your church by exploring the many opportunities available through Acts 1:8 One Day Missions. Do you have young families in attendance? Emphasize the block parties or yard work. Is your church primarily elderly? Have them sign up for prayer walks, even if they need to drive instead. Do you have medical professionals or those who love one-on-one engagement with people? Highlight the need for volunteers to staff registration, evangelistic, and treatment aspects of medical and dental clinics.
- Visit [absc.org/promotional-campaigns/engage-map](http://absc.org/promotional-campaigns/engage-map) or contact the Church Planting team, and find a church plant to engage with. Ask the church planter for a list of existing needs. Here are a few additional suggestions:
  - Plan a small-scale one-day missions event. Help provide the funds, resources, and manpower needed to host

a block party, prayer walk around the neighborhood, meet practical yard-work and home-repair needs in the community, offer prayer ministry, etc.

- Seek volunteers to help with a church work day, providing supplies and manpower to paint, make repairs, help with landscaping, or accomplish other tasks that will ensure the church plant has a good meeting place. You may also want to ask what personal home maintenance needs the pastor's family might have.
- Conduct joint VBS planning for the coming year. Choose a separate date and director for each church, but work together throughout the training, planning, and preparation. Recruit volunteers from your church for both weeks, and plan to share all non-consumable decorations and supplies.
- Host joint Bible studies or youth events.
- Host a "Pastor's Night Out," offering childcare and gift cards for your pastor, the church planter, and their wives to go out to dinner together for a time of mutual encouragement.
- If your church is in a college community, contact the BCM director to discover ways you can provide local church support for students. Here are a few specific suggestions:
  - Encourage families to adopt a college student.
  - Post odd jobs to help students earn money, or host fundraisers to help them raise money for mission trips.
  - Start cross-generational Bible studies or mentoring programs.
  - Offer opportunities for volunteer-based ministry training and mentoring.

## SERMON OUTLINE

### “MISSIONS: GIVING YOUR LIFE FOR WHAT MATTERS MOST”

By Ken Shaddox  
Senior Pastor, Park Hill Baptist Church, North Little Rock

**Text:** Philippians 2:1-2

Therefore if you have any encouragement from being united with Christ, if any comfort from his love, if any common sharing in the Spirit, if any tenderness and compassion, then make my joy complete by being like-minded, having the same love, being one in spirit and of one mind.

We value inspirational people. For you that might be a parent, teacher, coach, mentor, advisor, or longtime friend. Sometimes we gain inspiration by reading the biographies of people that have lived before us. In Arkansas when we think about missions we think about the inspirational life of a woman named Dixie Jackson. Her legacy and example live on to inspire people across our state to invest their lives in mission efforts and opportunities.

#### Let missions move you to expressions of compassion

- Missions engages the heart of a person.
- Jesus provides a classic example of a man with a compassionate heart. Supporting text: Matthew 9:36.

### NEW DIXIE JACKSON WEBSITE RESOURCES!

We've created an all-new section on our website that offers more information about the Dixie Jackson Arkansas Missions Offering, including stats, interactive time line, and other informational and inspirational downloads, videos, and tools. Check it out at:

**ABSC.ORG/DIXIEJACKSON**

**DIXIE JACKSON RESOURCES**

- Since God has shown us mercy, we should regularly show people around us His mercy.
- Missions and compassion go together.

#### Let mission actions bring a deep seated joy

- Spectator sports involve watching athletes on a court, field, rink, or course. Missions isn't a spectator event. Following Christ moves us to serve, give, and bless others in Jesus name.

- Arkansas Baptists are actively involved in college ministries, community missions, disaster relief, church planting, and area block parties.

- Supporting text: Acts 20:35

#### Let missions be done in cooperation and unity

- The apostle Paul, called the church to work in unity.
- Three characteristics express unity in the church: like-mindedness, humility, and consideration of others.
- Jesus prayed that his followers would be one (John 17).
- The Christian life isn't for "lone rangers". The call to follow Christ is something we do in community.
- More is accomplished when we work with others than when we try to do it all by ourselves.
- There is power when 1,550 churches in Arkansas lock arms and work together for the Gospel.

## DISPLAY IDEAS

- Set up a "Did You Know?" bulletin board. Visit [absc.org/teams/missions](http://absc.org/teams/missions) and click on each of the five ministries highlighted in this year's Dixie Jackson Arkansas Missions Offering prayer focus: BCM, church planting, Acts 1:8 One Day Missions, Disaster Relief, and medical and dental clinics. Find two or three facts about each ministry and place them on the display board, helping church members better understand where their Dixie Jackson Arkansas Missions Offering dollars go.
- Next, create five labels that say, "Our church is supporting this ministry!" Divide your church's Dixie Jackson Arkansas Missions Offering goal into fifths. Each time you reach a fifth of the goal, place a label on one of the highlighted ministries, celebrating your church's participation.
- Attach a map of Arkansas to a bulletin board or other display board, and label it "Your Dixie Jackson Dollars at Work." Using the Engage Map at [absc.org/promotional-campaigns/engage-map](http://absc.org/promotional-campaigns/engage-map), mark the locations of church plants begun in 2018 with a white push pin and label each location with the name of the church and pastor. Add an additional pin and label for Trinity Association to mark this year's Acts 1:8 One Day Missions Trip. Each time you pass a significant percentage of giving toward your church's Dixie Jackson Arkansas Missions Offering goal, change a white pin to a green one to show your progress.
- Create an outline of Arkansas similar to the one found at [absc.org/dixiejackson](http://absc.org/dixiejackson), and divide the state into the five regions shown online. Divide your church's Dixie Jackson Arkansas Missions Offering goal into fifths. Each time you reach a fifth of the goal, color in one of the regions on the map. If your church has actively participated in ministries funded by the Dixie Jackson Arkansas Missions Offering, surround the map with pictures from those experiences.

## SOCIAL MEDIA IDEAS

Social media provides an avenue for sharing information, building engagement, and starting conversation. If your church has any form of social media account or a website, take advantage of some of the following suggestions for encouraging engagement in the Dixie Jackson Arkansas Missions Offering and Week of Prayer:

- Link the story of Dixie Jackson ([absc.org/articles/the-story-of-mrs-dixie-jackson](http://absc.org/articles/the-story-of-mrs-dixie-jackson)) to help church members understand more about the history of the Dixie Jackson Arkansas Missions Offering.
- Share each day's prayer focus on social media with a "learn more" link to the focal ministry (using [absc.org/teams/missions](http://absc.org/teams/missions), each ministry's individual link, or the Dixie Jackson promotional page).
- Visit [absc.org/resources/videos-dixie-jackson](http://absc.org/resources/videos-dixie-jackson) to find videos relevant to this year's focus ministries. Share these videos throughout the Week of Prayer.
- Link to the interactive Engage Map ([absc.org/promotional-campaigns/engage-map](http://absc.org/promotional-campaigns/engage-map)) daily during the Week of Prayer, encouraging a new emphasis filter each day. Filters relevant to this year's emphasis include different age groups, church plant locations for each of the last three years, various Disaster Relief units, and past and future Acts 1:8 sites.
- Re-share pictures of your church's involvement in past Dixie Jackson Arkansas Missions Offering ministry events or efforts using Pinterest, Instagram, Facebook, and/or Twitter. Include a call to action to encourage future participation.
- Use hashtags such as #abscdj2018, #abscdisasterrelief, #djchurchplanting to both see what other churches are accomplishing and to share your church's involvement in state missions efforts.
- Keep up with missions efforts year-round by following Arkansas Baptists, Dixie Jackson, ABSC Missions Team, and ABSC Church Planting Team on Facebook, Twitter, and Instagram.

**#ABSCDJ2018**

## WHAT YOUR OFFERING PROVIDES

**\$1**

provides tracts for Block Parties and Acts 1:8 One Day Mission Trips

**\$2**

provides a Slip Disc with the Plan of Salvation to be used in Community Outreach Events

**\$90**

provides supplies needed to restock a block party trailer after each use

**\$150**

provides Bibles for outreach projects for church planters

**\$200**

provides resources to Pregnancy Care Centers

**\$215**

provides a water trough/tub which our church plants can have on-site to use for baptisms

*I am Dixie Jackson.*

**\$300**

provides materials to build a wheelchair ramp for a CONNECT student missions project

**\$500**

provides a block party for a church plant

**\$500**

provides a grant for churches to mentor and train student summer missionaries through Explore Your Call

**\$1,500**

provides a generator for one Disaster Relief unit

**\$3,500**

provides for portable dental units for dental clinics

**\$15,000**

provides a rebuild trailer and equipment for Disaster Relief