

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 6-13, we will be sharing different ministry feature stories on our Facebook page. We'd love for you to share these too!
- Use/link the absc.org/dixiejackson website on all posts to direct people to the right page.
- This year, we have three hashtags we'd like for you to also include in your posts:
#IAmDixieJackson #DixieJackson2020 #immeasurablymore

Sample Post: (Below you'll find a sample post you can utilize on social media, whether it be Facebook, Instagram, or Twitter. *This is only a sample!* Feel free to use it word for word, or use it as inspiration to create your own!)

Dixie Jackson, the missionary for whom this offering is named after, devoted her life to fulfilling God's mission and involving others in that mission. Now, 100 years later, we have the same opportunity to pray, give, and serve in order to see Dixie Jackson's vision fulfilled right here in our own state.

Through this offering, Arkansas Baptists are supporting Disaster Relief efforts, BCMs across the state, local Church Plants, and Community Missions. Ultimately, we're winning souls for Christ and through this offering, we are putting God's call on our life into action by sharing the Gospel to a lost world, which includes our own backyard. Learn more about the Dixie Jackson Arkansas Missions Offering at absc.org/dixiejackson and participate by giving through your church.

Action Steps:

We ask that you:

1. Reshare the hype video in August leading up to the month of September.
2. Post the Dixie Jackson 2020 graphic the week of Dixie Jackson Arkansas Missions Offering and Week of Prayer (Sept. 6-13). 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.