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Arkansas Missions Offering

Dixie Jackson
HE FIRST FOUND HIS OWN BROTHER SIMON AND SAID TO HIM, "WE HAVE FOUND THE MESSIAH" (WHICH MEANS CHRIST). HE BROUGHT HIM TO JESUS.

JOHN 1:41–42A
State missions are more important than ever. We are excited for another year of the Dixie Jackson Arkansas Missions Offering, which provides an amazing platform for you to champion the important work being done right here in our state. Whether it’s planting churches, ministering to people in the midst of disasters, or engaging Arkansas communities and college students with the Gospel, the fruit of the Dixie Jackson Arkansas Missions Offering is making a lasting impact on eternity.

As the Dixie Jackson Week of Prayer approaches, I want to encourage you to make use of the many resources available to you. We have been hard at work putting together Prayer Guides, videos, and other resources—all tailor-made for you to share with your congregations and communities. The enclosed Planning Guide will help you to make the most of the weeks leading up to Dixie Jackson, and there is a poster included for you to use in your church building.

Please make special note of the enclosed DVD, which contains powerful videos that highlight the various areas of impact of Dixie Jackson. I encourage you to show these to your congregation in the weeks leading up to the offering. These videos can also be downloaded at absc.org/dixiejackson for your convenience. If you need additional resources, you can also request them at absc.org/dixiejackson.

Thank you for making a difference in our state. Thank you for leading your people to take part in the important work of Arkansas missions. And thank you for being an Arkansas Baptist. You’re the best folks in the world!
Arkansas Baptist churches have such a long-standing tradition of missions engagement that we can forget there was a starting point. Dixie Jackson is remembered as the one who first spearheaded a movement of education and promotion for state missions. Every new state missions opportunity can be traced back to other Arkansas Baptists who have followed in her footsteps, willing to let ministry begin with them.

In John 1:35–42, Andrew gives us a beautiful example of what God can do with one person’s enthusiasm and willingness to share. A follower of John the Baptist, Andrew was there when John acknowledged Jesus as the Lamb of God. He began to follow Jesus, but that wasn’t enough for Andrew:

> He first found his own brother Simon and told him, “We have found the Messiah” (which is translated “the Christ”), and he brought Simon to Jesus. (John 1: 41–42a)

From this point on in Scripture, Andrew fades into the background while Peter becomes one of Jesus’ closest confidants and a leader of the early Church. But without Andrew’s decision to go find his brother and bring him to Jesus, Peter’s leadership would never have been possible.

**It starts with one.**

The biblical example that Andrew set when he brought his brother Peter to Jesus (John 1:35–42) has resonated with believers throughout history. It resonated strongly with a turn-of-the-century Arkansas woman named Dixie Jackson.

Living in rural Dardanelle, Mrs. Jackson had little opportunity for formal theological training. But that didn’t stop her from diving into the Word of God herself, studying with whatever resources she could find. Studying and learning led her to cultivate an intense passion for missions. She became aware of the need for churches throughout Arkansas to be educated and trained in an understanding of missions so that they would be equipped to act, spreading the Gospel to the unreached corners of the state.

After accepting a full-time position with the Arkansas Women’s Missionary Union, Mrs. Jackson found great joy in traveling from town to town and church to church, meeting with women and teaching them how to begin and maintain missions efforts in their own churches.

In 1926, Mrs. Jackson partnered with the state WMU president to establish a focused, statewide Week of Prayer for state missions. Two years later, an offering emphasis was added to the third annual Week of Prayer, seeing a total of $1,000 raised to support missions efforts. Both the Week of Prayer and the offering have continued for nearly 100 years, building a legacy of Arkansas churches committed to join together to support Arkansas missions through giving, praying, and going.

It is easy to convince ourselves that success must start with the experienced, the trained, or the famous. But Dixie Jackson’s heritage proves that it can start with a small-town, self-educated mother of eight! It only takes one heart fully surrendered to Christ to make an incredible impact. This one woman started an entire state on a track that has resulted in an incredible array of missions opportunities.

Concentrated, unified, cooperative Arkansas Baptist missions efforts began with one small-town woman.

What can begin with you?

As you explore the stories about ministries funded by Dixie Jackson, use the DVD in your Planning Guide and the resources available on absc.org/dixiejackson to discover how they can help motivate your planning team and congregation.
COMMUNITY MISSIONS

Arkansas Baptist ministries such as Disaster Relief, church planting, and BCM are easy to see and follow. But others tend to be a little less visible, like the extensive ministry that goes on behind the walls of Arkansas’ prisons. As administrator of chaplaincy services for the Arkansas Department of Correction, Joshua Mayfield oversees 24 full-time chaplains, manages training and ministry opportunities for volunteers, and structures discipleship for inmates. This is a daunting task, considering that the Arkansas prison system houses more than 17,000 inmates.

This is where the Dixie Jackson Arkansas Missions Offering comes in, providing the funds needed to cover volunteer training and discipleship materials for inmates. And starting this year, inmates at the Varner Unit, Arkansas’ maximum security prison, will be able to take seminary classes thanks to Dixie Jackson funding and a partnership with Mid-America Baptist Theological Seminary in Memphis. The ultimate goal is for long-term inmates to become well-equipped missionaries within the system.

Every one of these ministries started with one person who saw a need and stepped out to meet it. Every ministry began small and has grown to encompass what we see today. Whether it is launching a new ministry, expanding existing opportunities, or participating by giving or volunteering, it always starts with one.

CHURCH PLANTING

Throughout the centuries, Andrew’s example has often inspired people like Dustin Clegg to step out and bring others to Jesus.

For several years, Dustin had felt the nudge to plant a church. But he had no idea what that entailed or how to go about it. Fortunately, God knew! When Dustin stepped out in obedience, he found himself girded up by partners who shared his vision.

Through the Dixie Jackson Arkansas Missions Offering, Arkansas Baptists are equipped to connect individuals like Dustin with much-needed resources as well as sponsoring churches such as Wynne Baptist Church, FBC Greenwood, Three Trees Cowboy Church, and Fellowship Community Church. With the help of the funding and the partnerships, The Bridge Church in Wynne held its first service on March 31, 2019.

It started with one, but because Dustin was willing to step out, he found that he was not alone. The prayers and generosity of Arkansas Baptists ensure that The Bridge Church and other church plants in the state have support as they grow. That support can start with just one surrendered heart in your church!
COLLEGE MINISTRIES

A willingness to plant the seeds of the Gospel is also critical on college campuses. As students leave the boundaries of high school and head into the new world of college and adulthood, a single “Andrew” can make all the difference.

It definitely made a difference for Emily Duncan. Even though Emily had been raised in church, she did not fully understand her need for a personal relationship with Christ until someone invited her to participate in BCM events. The investment of one person willing to extend an invitation turned Emily’s life around, exposing her to a level of discipleship she had never known before.

Whether it is an Arkansas Baptist giving to the Dixie Jackson Arkansas Missions Offering, a faithful prayer warrior committing to pray all year long, an individual with a passion for college students choosing to step out and partner with BCM, or a student willing to invite a friend to BCM activities, it all starts with one.

DISASTER RELIEF

Teamwork fostered by the Dixie Jackson Arkansas Missions Offering supports Disaster Relief, as well. James Fannin and his son James, Jr., are a two-man team from Rector serving the Lord by helping communities overcome natural disasters. In the spring of 2019, flooding in the Midwest had Arkansas Disaster Relief teams deploying to assist with cleanup efforts. The father-and-son duo were among those who headed to Nebraska and Iowa to help.

The Fannins’ job was to fill five-gallon buckets of disinfectant that were given to people working to clean their homes. They recognized that, during the time it took each bucket to fill, they had a captive audience. Using that time to share the love of Christ, the Fannins planted seeds of the Gospel in the hearts of those who needed both physical and spiritual help.

Even as teams continue to serve in the Midwest, our own state has reaped the benefit of investing in Disaster Relief, as teams have participated in flood cleanup along the Arkansas River. Disaster Relief is reliant on Arkansas Baptists who are willing to give financially, to volunteer, and to pray fervently.
Welcome to your Dixie Jackson Arkansas Missions Offering Planning Guide! This resource is designed to help you from start to finish as you plan your church’s campaign, recruit volunteers, determine and implement promotion, and engage your church in this year’s Dixie Jackson Arkansas Missions Offering. Material found in these pages, as well as the additional resources on absc.org/dixiejackson, will help you grasp an understanding of the incredible work being done around our state and beyond; our prayer is that this understanding will light a fire of excitement in you that will spread throughout your church.

Here is a simple guide to help you get started:

BEGIN EARLY AND WITH PRAYER!

Before you take any action, pray! Devote time and attention to laying Arkansas missions efforts before the Lord. Open your heart to a willingness to be a starting point, exemplifying the theme It Starts with One. Ask the Lord to guide your efforts and grant you wisdom.

As you pray, familiarize yourself with the resources available, beginning with this Planning Guide. In it you will learn how Dixie Jackson Arkansas Missions Offering funds are used, read an overview of the focal stories for this year, find posters and a DVD, and get reproducible resources to share with your team.

Next, visit absc.org/dixiejackson. Here you will find everything available in this resource guide, as well as downloadable videos, teaching plans for all ages, and additional graphics to use for social media or promotional material. There are also links to the various ministries highlighted this year, providing you with extensive information about each ministry’s function and work throughout the state and beyond.

Spend time now praying over how you can use these resources to communicate with your church. Then, make sure you and your team have a plan in place and are ready to begin promoting one to two weeks before the Week of Prayer.

MAKE A LIST

Now that you are familiar with the resources available, brainstorm a list of tasks that need to be done to successfully introduce the Dixie Jackson Arkansas Missions Offering, promote this year’s offering emphasis, and engage your church in the Week of Prayer. What help do you need to put this campaign into action? What displays need to be created? Do you need to problem-solve how to show videos to the congregation? Who do you need to coordinate with to utilize the teaching plans?

Establish a timeline to give yourself an idea of when each item on the to-do list needs to be completed, and create a list of volunteers needed to address each task. Begin introducing information at least a week in advance to prepare your church for the upcoming Week of Prayer and Offering emphasis.

RECRUIT A TEAM

No matter how small or large your church, building a team is an important part of your campaign strategy. Once you’ve processed the resources available to you, created a to-do list, and established a timeline for your campaign, consider who to talk to about helping implement the campaign. This can be an established missions and/or outreach committee or a handful of volunteers willing to help. Even one helper can make a difference! Here are just a few of the jobs your team can help with:

**Promotion:** Organizing creative ways to engage the church

**Photography:** Taking pictures of your church participating in the Week of Prayer or other missions activities, coordinating pictures taken by other church members

**Social:** Managing social media. (Even if your members do not engage heavily in social media, having someone who can post pictures of your church participating in the Week of Prayer or in missions activities can be a great way to encourage other Arkansas Baptist churches.)

**Communication:** Presenting information to Sunday school classes or the congregation as a whole.

(Continued on next page)
A major key to promoting a successful Dixie Jackson Arkansas Missions Offering and Week of Prayer campaign is to start early. Engage your church in the offering and prayer emphasis by choosing a few of the following suggestions—or brainstorming others—that fit with your church's culture and personality. Start implementing two to three weeks before the Week of Prayer, then reinforce by adding one more week of implementation afterward.

**To kick off** your emphasis, set aside one Sunday school hour or a mid-week service to utilize the teaching plans found on absc.org/dixiejackson.

**Plan a Dixie Jackson Arkansas Missions Offering kick-off event.** Host a cookout, set up your displays in the fellowship hall or outdoors, and maybe even welcome a guest missions speaker. (Contact the Missions Team at 800-838-2272 or 501-376-4791, ext. 5150, to request an Arkansas missions speaker.)

**Use the videos** available on absc.org/dixiejackson to introduce the congregation to each of the focus ministries. If your church is not equipped to show videos, consider recruiting four volunteers to watch the videos, read the stories in this Planning Guide, and follow the links on absc.org/dixiejackson to learn more about each ministry. Have each volunteer give a five-minute presentation during worship services throughout September.

**Two or three weeks before the Week of Prayer,** have each Sunday school class or department visit absc.org/dixiejackson and research one of the four focal ministries for this year. Host a Display Challenge contest, encouraging each class/department to come up with a creative way to display information about their ministry.

**Do you have church members** who have been involved in any state missions activities? Request volunteers to share testimonies of their experience, reinforcing the It Starts with One theme by pointing out how even one volunteer can motivate a whole church!

**Organize prayer groups** for the Week of Prayer, encouraging church members to meet with their group daily to pray together over that day's prayer focus. In each group, have one person visit absc.org/dixiejackson to find more information on that day's emphasis.

**Find names of local missions partners** to pray over during the Week of Prayer. Look for BCM campus ministers, Disaster Relief volunteers from your church or association, local church planters, or local prison ministry volunteers. Hand out their names with the Week of Prayer Guide.

**Issue an “Andrew Challenge.”** At the beginning of your Dixie Jackson Arkansas Missions Offering emphasis, have each church member choose their “Peter” and write that person’s name on a card. This can be someone who needs salvation or someone who needs a nudge to become more actively involved in the work of the Gospel. Pray over these names, asking for opportunities to invite them to a fresh encounter with Jesus.

**Celebrate together**! Reinforce continued engagement by rejoicing over the offering and sharing personal testimonies of how God has spoken during the emphasis time.
DISPLAY IDEAS

- **Your Planning Guide includes a poster** that can be used as a single large display or as four individual displays. Exhibit the poster(s) prominently around the church several weeks before the Week of Prayer to promote awareness. Visit absc.org/dixiejackson to order additional posters.

- **Use information from the “What Your Offering Provides” page** in your Planning Guide to create an additional display to help your church see where Dixie Jackson Arkansas Missions Offering money goes.

- **Create a live display.** Have a church member dress up as Dixie Jackson and present an informational monologue based on the bio found in your Planning Guide.

- **If you hosted a Display Challenge contest,** put those creative ideas to use around the church.

- **If you have set a goal** for your Dixie Jackson Arkansas Missions Offering, you can promote it as part of an ‘Equip the Ministry’ display. Divide the amount of your monetary goal into four equal parts, assigning one part to each of the four focal ministries. On a large poster, draw lines to divide the poster into four quadrants. Label each quadrant with the name of one of the four focal ministries, then use each quadrant to record progress toward the overall goal of bringing in offering money to support each of the ministries. You might draw the outline of a church building in one, coloring small segments of the building to mark offering as it comes in. Perhaps in the BCM quadrant, you could draw books or use book stickers to mark progress. Make this a tangible demonstration of the way multiple ministries are supported through the Dixie Jackson Arkansas Missions Offering.

SOCIAL MEDIA

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 these connections to encourage engagement in the Dixie Jackson Arkansas Missions Offering and Week of Prayer. One way to promote use of social media is to use hashtags such as #ABSCDJ2019 to both see what other churches are accomplishing and to share your church’s involvement in state missions efforts.
USE THESE DIXIE JACKSON PROMOTIONAL RESOURCES IN YOUR CHURCH

VIDEOS
Five videos featuring the 2019 spotlight ministries made possible by the Dixie Jackson Arkansas Missions Offering are on the DVD included in this packet. Or you can view, share, and download them online.

RESOURCE ORDER FORM
Order printed resources for your church including Prayer Guides, posters, ministry picture sets, offering envelopes, additional Planning Guides, and the DVD of videos.

PRAYER GUIDE
View an online version of the Prayer Guide designed for use during the Dixie Jackson Arkansas Missions Week of Prayer, September 8-15, 2019.

TEACHING PLANS
The teaching plans are packed full of material that will help your church grasp the vision of the 2019 Dixie Jackson Arkansas Missions Offering and encourage your church to be on mission. Plans are tailored for Preschool, Children, Students, and Adults.

DIGITAL PLANNING GUIDE
View and download the digital version of the piece you’re holding, the Planning Guide for the 2019 Dixie Jackson Arkansas Missions Offering.

LOGOS
View and download the official 2019 logos and social media cover image for the Dixie Jackson Arkansas Missions Offering.

More information about the Dixie Jackson Arkansas Missions Offering and the ministries it supports is available online at:

ABSC.ORG/DIXIEJACKSON
WHAT YOUR OFFERING PROVIDES

$1 provides tracts for Block Parties and Acts 1:8 One Day Mission Trips.
$1.25 provides a Bible to be used by prison chaplains.
$5 provides a book on parenting for an Arkansas inmate.
$20 provides training and equipping for one volunteer to reach international college students.
$22 provides a parallel Bible (English/foreign language) for an international student.
$70 provides a case of backpacks for community missions.
$90 provides personal protection equipment (PPE) for one disaster relief flood recovery volunteer.
$150 provides paint and supplies for a CONNECT ministry project.
$200 provides a portable sound system used by prison chaplains.
$215 provides a water trough/tub for church planters to use on-site for baptisms.
$500 provides a block party for a church plant.
$1,500 provides a 10k generator used for disaster relief deployments.
$3,500 provides for portable dental units for dental clinics.
$55,000 provides a skid steer for debris removal for disaster relief.

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