



COOPERATIVE PROGRAM

CP AMBASSADORS GUIDE

Dear Brother/Sister in Christ,

There are over 3,000 people groups around the world who still have never heard the gospel. There are thousands of American communities that could be more effectively reached with a Bible believing Southern Baptist church at its center preaching the Word and meeting the needs of its citizens.

Southern Baptists have reached millions for Christ, we've put thousands of missionaries on the field, we've planted thousands of churches, we've educated thousands of pastors, missionaries and leaders through the cooperation of over 47,000 plus churches and cooperation is how we will continue to reach a lost world until the return of Christ. With so much work still to be done we are asking Southern Baptists, like yourself, to become an ambassador for Southern Baptist churches cooperative ministries and the Cooperative Program (CP).

Through the CP Ambassador Initiative, we will equip you to become a CP Ambassador to your church. You will use your God given gifts and passion for the lost to educate and inspire your congregation to engage in cooperative missions through prayer and generous financial support through the Cooperative Program.

Dr. Willie McLaurin

Vice President, Great Commission Relations and Mobilization
SBC Executive Committee



COOPERATIVE PROGRAM

WELCOME CP AMBASSADOR!

Thank you for your willingness to be a Cooperative Program (CP) Ambassador! As a CP Ambassador, your role will be to help raise awareness and help tell the story of the great things your church is able to accomplish through cooperative ministry.

As a CP Ambassador, you are a CP champion and, just like in Paul's day, your part in accomplishing the Great Commission is critical!

WHAT DOES A CP AMBASSADOR DO?

You will serve as an ambassador and communicator for cooperative generosity by

- Educating church members on how the gospel is being advanced by your church, through your state and through the national convention
- Telling the stories of the great things being accomplished by cooperative ministry
- Inspiring and encouraging church members to become engaged in cooperative missions through generosity and prayer.

The average church member has very little understanding of what the Cooperative Program is and how it works. With your voice church members themselves will become CP champions. Imagine what an impact that would make on your church's ministries.

A CP AMBASSADOR SHOULD BE:

- Enthusiastic about the Great Commission and the Cooperative Program as a tool to share the gospel.
- Willing and able to coordinate with staff and the Finance Committee.
- Prayer-focused and mission-minded.

THE BIBLICAL FOUNDATION FOR A CP AMBASSADOR:

The idea for the CP Ambassador comes straight out of the Bible. From the very start of the church, Christians have been compelled by the greatest mission known to man: Acts 1: 8 is a clear directive. Paul the Apostle was one of the first missionaries. He was a missionary in chains, unable to travel and yet organizing a mission effort that would shake the world. Along the way, there were strategic partners. One such ambassador was Epaphroditus. Paul referred to him as "my brother and fellow worker." (Phil. 2:25) Epaphroditus served as an envoy of resources to accelerate the advance of The Great Commission.



COOPERATIVE PROGRAM

GET INFORMED

The Cooperative Program is the financial fuel for reaching every person in every town, every city, every state and every nation with the gospel of Jesus Christ!



COOPERATIVE PROGRAM

Reaching the World



Church Members

Church members give back to God a percentage of their income. This is traditionally called a tithe and represents 10 percent of what God has provided.



Local Churches

Churches receive tithes and offerings from church members and commit a percentage of undesignated receipts for missions and ministries beyond the church walls.



State Missions and Ministries

Messengers from local congregations vote to retain a specific percentage for state missions and ministries and forward the balance to the SBC. State missions and ministries can include evangelism, church planting, children's homes, Christian higher education, compassion ministries, disaster relief, church health, age group ministries, and missions education.



Southern Baptist Missions and Ministries

The SBC compiles the gifts forwarded from state conventions for missions and ministries across the United States and around the world. Southern Baptist missions and ministries include North American and international missions, theological education, ethics and religious liberty, and general operating expenses.

*The Financial Fuel for Reaching Every Person
in Every Town, Every City, Every State, and Every Nation.*



As proven, we can do more together than we could ever do alone. CP helps each church to have a global vision to reach their neighbors, their nation and the world. When people see how much impact they can make through the CP, they are inspired to do more.



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BASIC STEPS TO GET STARTED

1. Work closely with your pastor.
2. Pray daily for the ministries of your church and missions.
3. Be a resource to your church's leadership.

GET EQUIPPED!

Download the **CP Digital Church Kit** at www.sbc.net/missions/the-cooperative-program/.

INTERNATIONAL MISSION BOARD:

Check out some of the stories of IMB missionaries at www.imb.org/video-gallery/ and www.imb.org/photo-library/home/. These are great resources to share how CP brings the gospel to the uttermost parts of the earth through videos, images and stories.

NORTH AMERICAN MISSION BOARD:

NAMB also has a library of resources.
This library of videos, infographics and stories can all be shared.
www.namb.net/resources/

STATE AND LOCAL ASSOCIATIONS:

Search for additional resources on your local association and state convention websites.
www.sbc.net/resources/directories/state-and-local-associations/



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PLAN A CP AWARENESS EVENT

The Cooperative Program is so important and as we said, most people are not aware of what it is or how it works. Collaborating with your pastor, develop an easy, inspiring experience that fits into the overall ministry of your church. Here are some options you might like to consider. Pick one or two and your church will broaden their understanding and celebrate your church's reach.

1. **CP Sunday:** Check the *SBC Calendar of Activities* (the national SBC approved calendar) www.sbc.net/calendar/ for CP Sunday.

CP Sunday would be a day that the entire SBC is celebrating the things God has done through the Cooperative Program. If the date on the calendar doesn't work for your church, then choose another date that fits within the life of your church. We encourage churches to set aside this one Sunday a year where you feature CP in your worship service with a guest speaker, possibly a CP insert or handout, and a video before or during the offering. As a part of our cooperation, we also share resources. You can choose the resources that work best for you. You can also choose how best to celebrate CP Sunday. Below is a list of ideas as you customize. Keep in mind that you can't do everything in one worship service, but choosing a couple of these ideas will definitely help you make the Sunday meaningful.

Here are a few ideas for your CP Event:

- Invite a CP special guest!
- Recruit a church member to share a 3-minute CP testimony.
- Add a CP Video to worship.
- Utilize CP Stories (52 Sundays) visuals and stories.
www.sbc.net/resource-library/52-sundays/
- Use a bulletin insert provided by your state mission board or convention.
- Create a splash on Social Media.
- Create a CP display at your church's next missions' celebration.
- Share posts from your state convention, the mission boards on your church's social media.



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2. **CP Quarterly Celebration:** Your church may decide to hold a quarterly celebration of the CP. Once per quarter you could feature a CP highlight and a brief celebration of all that your church has accomplished by giving through the Cooperative Program.

Note: *These presentations can be a brief feature in Worship, and we believe our tools will make these moments super compelling. Some churches may choose to host a CP celebration on 5th Sundays.*

3. **Celebrate CP Month in October:** October is a great time to educate and celebrate CP! Create a customized strategy for CP awareness as you roll into fall. Many churches are approving budgets for the coming year and so this also helps cast a vision for global impact through allocating budget funds into the Cooperative Program. Perhaps your church leaders will decide to consider increasing the amount allocated to the CP. Many churches find that when the church members understand how CP funds our missionaries, they see an increase in stewardship enthusiasm.

4. **Other Ongoing Promotion:** Your church may decide you would like to keep the Cooperative Program awareness going all year long. Even if you have a CP celebration, you may want to incorporate CP education into the weekly life of your church.

Here are a few ideas for ongoing CP promotion.

- Use the CP explainer videos in new member classes.
- Show CP videos in or before worship.
- Invite an IMB missionary to speak in a mid-week service, or to small groups in your church.
- Continue giving updates on what's happening in SBC missions.
- Celebrate the amount of money given through CP and take the opportunity to recast the vision.
- Share graphics and videos on social media platforms.
- Pray before your offering. That prayer before the offering has always been a holy time. Giving isn't an addition to worship. It is worship! Therefore, it's important to be intentional. Intentional prayer for missionaries is important, and this is a good time for that intentional prayer. As we pray for a mission or a missionary, we are also reminding church members that the church's vision isn't just for your town. It's so much bigger!
- Give update letters on individual family giving. It is a good time to say "Thank you for giving to the Great Commission." When your church sends out giving record updates, include some CP awareness in the same note.



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- A Missions Banquet is a great annual event for your church to host. Talk with your state convention regarding the possibility of inviting a state or international missionary to present and take advantage of the multimedia resources as you develop the event.
- Utilize your church's newsletter to share a word about the Cooperative Program and link to online giving. The newsletter is also a great place to utilize the free resource: *CP Stories* (www.sbc.net/resource-library/52-sundays/).



March 21, 2021

BOBBY AND LAKEISHA WILLIAMS

New Orleans, Louisiana

**ANNIE
ARMSTRONG**
EASTER OFFERING
FOR NORTH AMERICAN MISSIONS
anniearmstrong.com

Bobby and LaKeisha Williams have a simple goal—to meet the deep need of New Orleans with the even deeper love of Christ.

The area around the Williamses' church plant is predominantly African American and low-income. "A lot of what we strive to do is provide resources," Bobby said. "We try to educate people spiritually, financially, intellectually, you name it."

That's how their church—Next Level Church—got its name. They want to see people take their life to the next level starting right where they are. The church provides its neighbors with assistance including health fairs and meal distribution, among other things, all with the goal of creating community and leading others to Jesus.

THE COOPERATIVE PROGRAM (CP) is the financial fuel for reaching every person for Jesus Christ in every town, every city, every state, and every nation. Your support of both CP and **THE ANNIE ARMSTRONG EASTER OFFERING** is allowing the Williamses the opportunity to make spiritual impacts in their community despite challenges that arise.

PRAY for perseverance for the Williamses as they minister to New Orleans and that the church's compassion ministries will have continued open doors to share the Gospel.