

Resource Kit

WMU NC Focus 2025

*You make known to me the path of life:
in Your presence there is fullness of joy;*
— Psalm 16:11



Choose Joy!

Thank you!

Your giving to the Heck-Jones Offering enables WMU NC to challenge, prepare, and equip Christian believers to be radically involved in the fulfillment of the Great Commission.

This **Resource Kit** is designed to help you promote WMU NC and the Heck-Jones Offering by:

- expressing gratitude for how God moved through WMU NC in 2024,
- inviting others to participate in WMU NC and to give to the Heck-Jones Offering, and
- sharing how women can Choose Joy by participating in the mission of WMU NC and being missionaries right where they are!

Be Creative and Have Fun!

While this kit is full of ideas for promoting WMU NC and the Heck-Jones Offering, there is no right or wrong way to Focus on WMU! Use the materials as they are or modify them to fit your congregation or missions group.

If you need additional ideas or assistance, the WMU NC Staff would love to help you! Contact us at 919-882-2344 or request a speaker online at wmunc.org/request-a-speaker/.

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Why Focus on WMU?

Did you know that a lot of people in Baptist churches today don't know anything about WMU? Those who have experience with our organization are typically die-hard WMUers who find it hard to imagine that pastors and church members wouldn't know about the legacy, opportunities, programs, and materials WMU has to offer.

The truth is, there are tons of excellent resources out there for churches. You can find amazing programming for kids and youth. You can find inspirational Bible studies for adults and plenty of curricula for any kind of group you'd like to start. There are so many resources available that it's understandable how many pastors and leaders haven't stumbled across the gold mine that is WMU.

What makes WMU unique is its focus on how every believer is called to be a missionary. Our organization seeks to challenge, prepare, and equip Christian believers to be radically involved in the fulfillment of the Great Commission through Bible study, age-level missions education, leadership development, and ministry opportunities. When you integrate WMU into your church, you help your congregation, from the youngest child to the most mature adult, see how God has called and positioned each of them to share the gospel and be missionaries wherever they are.

What would happen if each member of your congregation grew to see himself or herself as a missionary?

Your pastors, deacons, elders, and mission leaders are all doing a great job, but as Jesus explained, "The harvest is plentiful, but the laborers are few" (Luke 10:2). Whether your church has a congregation of 50 or 500, that's a lot of laborers that could be imbued with purpose and equipped with the tools to spread the gospel to your community. What would happen if each member of your congregation grew to see himself or herself as a missionary?

WMU NC is praying earnestly to the Lord of the harvest that He will send out new laborers, and we want to help churches train and equip their members to answer that call.

If you already know how powerfully God moves through WMU, we need you to focus on WMU at your church! Share your story with a pastor or church leader. Connect them to one of our staff or board members so we can share more about the big and small ways WMU can fit into the culture and programming of their church.

WMU Focus Sunday is a special time when you can share WMU with your church body. Tell about WMU, our mission, and how we can come alongside your church to challenge, prepare, and equip your people to be missionaries.

The Heck-Jones Offering

The Heck-Jones Offering is named for Fannie E. S. Heck and Sallie Bailey Jones, two beloved leaders and founders of WMU NC. They spent their lives serving God through WMU.



Fannie E.S. Heck



Sallie Bailey Jones

Today, your gifts to the Heck-Jones Offering support all WMU NC's missions and ministries. **WMU NC does not receive any money from other missions or state offerings.** We also do not use the Heck-Jones Offering for operating costs, but put every dollar directly into missions and missions development through Missions Education programming, Compassion Ministries, and Leadership Development.

Click here for a detailed list of the [Missions and Ministries Your Offering Supports](#).

How to Give

Give a one-time donation or set up recurring giving online at www.wmunc.org.

Mail checks to: WMU NC
PO Box 4249
Cary, NC 27519-4249.



Talking Points

2025 Theme: Choose Joy!

Offering Goal: \$325,000

**“You make known to me the path of life:
in Your presence there is fullness of joy.”**

~Psalm 16:11

God has been moving through WMU NC! **Click here to check out some of our Celebrations from 2024.**

How can your church be involved?

- Individual Members can donate to the Heck-Jones Offering.
- Add a Heck-Jones line item to your church budget if you don't already have one.
- Start a new missions education group or use WMU material as part of your regular church programming. There are groups and resources available for men, women, boys, and girls of all ages!
- Attend Ignite! WMU NC's missions conference and annual meeting on April 25-26 at Trinity Baptist Church in Raleigh.
- Register your group to collect items for Red Boxes.
- Participate in some of these yearly events:
 - Mission Friends Touch and Feel Days (Preschool-1st grade)
 - Missions Journey Kids Days (Elementary)
 - Youth Advisory Council (teens)
 - Mom Camp
 - Monthly Leadership Luncheons
 - Women's Leadership Cohorts
 - Continuing education through partnership with Southeastern Baptist Theological Seminary
 - Mission Trips (Ahoskie, NC this summer and Guatemala this fall)
 - and so much more!

Check out www.wmunc.org for more events and opportunities!

Extra Tips

- People LOVE stories. Share your WMU story and focus on what being part of WMU has meant to you.
- Highlight how WMU operates in your church while helping your congregation learn more about what is happening on the state level.
- Bring excitement to your Focus Sunday. How can you creatively showcase missions in your church? How can you involve women, men, and children in celebrating how God calls us all to be missionaries?
- Consider adding a mission project as part of your Focus Sunday.

Sample Script

By Karen McCracken, WMU NC Vice President of Development

Jesus loves you. Jesus loves me. Jesus loves everybody. Not everybody knows that. We can tell them. We're actually commissioned to tell the world of Jesus' love.

Whew, that's a big task. Maybe you don't feel able to do it at this point in your life. You want to, but can you?

Woman's Missionary Union of North Carolina is a premier missions organization which challenges, prepares, and equips Christian believers to be radically involved in the fulfillment of the Great Commission. You hear that? Challenges, prepares, and equips YOU. You can discover your role in God's plan and be empowered to live on mission wherever God places you.

That's what you want, right: to live in the center of God's will for you? What that looks like is different for each of us. God created you to be unique and God has unique plans for you. WMU is your resource for tapping into those plans.

Here, I'll explain. Your donations to the Heck-Jones Offering go into three branches of ministry: Missions Education, Compassion Ministries, and Leadership Development. These ministries empower you for the missional living God wants for you, and they multiply your efforts by empowering others to live on mission alongside you.

Missions Education. In every season of life, from preschool through retirement, you're part of the mission: learning about missions, praying for missionaries, doing missions. WMU NC trains you in using the curriculum materials, shares multi-sensory bonus ideas, and brings missions experiences to you. These aren't programs, events, or stuff to keep you busy. These are the resources you need so you're challenged, prepared, and equipped to be radically involved in the fulfillment of the Great Commission.

Compassion Ministries. You want to make a difference. When you make a donation, you want it to make an impact. Ok, look at Christian Women's Job Corps and Christian Men's Job Corps. Each site is customized to train local people with the necessary skills for the jobs in that area. They get off welfare and into fulfilling careers. Your donations make that happen. You're also providing missionaries with clean water. You're giving military wives, inmates, and pastors' wives spiritual retreats with people who understand their unique needs. You're making mission trips to Ahoskie and Guatemala happen. God's doing great work all around us, and through WMU, you're involved.

Sample Script Continued...

Leadership Development. Not everyone is called to be the head of a worldwide missions organization. That's okay. There are many types of leaders. When God calls someone to leadership, you want them to be a good leader. Through podcasts, missions conferences, and online classes, WMU brings out the leader in you. That may be incorporating missions into your homeschool or travel ball activities. It could be mentoring the next generation. It could be figuring out how to communicate with your coworkers. It's all part of the Great Commission, and WMU challenges, prepares, and equips you to be radically involved in fulfilling it.

Overwhelmed yet? WMU NC does a lot and always has. In the early years, back in the late 1800s, Fannie Heck was barely an adult. Yet, she was leading Sunday School, volunteering with a mission church, and leading NC's mission efforts as President of WMU NC. Her friend, Sallie Jones, was right beside her as Corresponding Secretary, calling the teen girls over to help stuff envelopes and pack boxes. They lived on mission and drew others into accepting their callings to be radically involved in the Great Commission. That's why today's offering is the Heck-Jones Offering. We honor their legacies.

You too can honor someone with your donation. Someone who's had a profound impact on your life, donate in honor or in memory of them. You want to pay it forward by getting young people involved, give them a jar with some coins in it. Challenge them to find more coins to fill that baby up. They can bring their jars back in a couple weeks. The church treasurer can add it to your church's Heck-Jones donation. Another option is estate planning. Then, your impact goes on forever.

But let's start with looking ahead to a year from now. Jesus will still love you. Jesus will still love me. Jesus will still love everybody. Some of those people who don't know that now, will know Jesus' love one year from now because of the choice you're about to make.

Downloadable Resources

Promotional Materials

- [Poster](#)
- [Prayer Guide for the Week of Prayer](#)
- [Spanish Prayer Guide for the Week of Prayer](#)
- [PPT Slides for Church Announcements](#)
- [Social Media Images](#)

Speaking Resources

- [Missions and Ministries Your Offering Supports](#)
- [Children's Sermon Lesson Plan](#)
- [Request a Speaker](#)

Highlight Videos

- [We Shine Brighter Together](#)
- [Missions Education](#)
- [Compassion Ministries](#)
- [Leadership Development](#)



Social Media Kit

General Tips

for Promoting Heck-Jones Offering on Social Media

Follow WMU NC on Social Media. Find WMU NC on [Facebook \(@WMUNC\)](#) and [Instagram \(@wmu_nc\)](#). Throughout the year, you can find posts about events, mission opportunities, and offering updates that you can share on your social accounts.

Use the hashtag **#HeckJones2025** and tag WMU NC. We will monitor hashtags and may share your content on our social platforms.

Be creative and have fun! We've provided sample posts with images and captions, but you are welcome to create your own!

Sample Social Posts

Click to Download
Social Media Images

Great Commission

Do you ever wonder why you're here? What is your purpose? The Great Commission (Matthew 28:19) calls every believer to be a missionary, working to take the gospel to every corner of the earth. WMU NC is committed to challenging, preparing, and equipping believers to live out this God-given purpose in their lives. Every dollar you give to the #HeckJones2025 helps WMU NC provide education, training, and opportunities to make missionaries! Check out www.wmunc.org to get involved.

Challenge, Prepare, Equip

"For we are His workmanship, created in Christ Jesus for good works, which God prepared beforehand, that we should walk in them." — Ephesians 2:10

WMU NC exists to challenge, prepare, and equip Christian believers to be radically involved in the fulfillment of the Great Commission. Through Missions Education, Compassion Ministries, and Leadership Development, we are growing together in Christ's mission. Join our mission by giving generously to the #HeckJones2025 today: www.wmunc.org

Sample Social Posts Continued...

Ministries of WMU NC

Every dollar you give to the #HeckJones2025 allows WMU NC to make an eternal impact across North Carolina and beyond, from providing missions education and leadership training to serving refugee families and ministering to incarcerated individuals. Want to learn more? Visit www.wmunc.org and discover how you can get involved in these life-changing ministries!

God's Work in 2024

God has been at work through WMU NC in incredible ways this year! He led WMU NC to:

- Go on mission trips in Western North Carolina and Guatemala,
- Train children to be missionaries at Preschool Touch and Feel Missions Days, Missions Journey Kids Days, and International Camp,
- Minister to incarcerated women through the Prison Retreat and the gifting of over 2700 Red Boxes at Christmas time,
- Minister to Moms and Military Wives through the Mom Camp/Military Wives Retreat,
- Offer multiple leadership training opportunities to women, including a new program available through a partnership with Southeastern Baptist Theological Seminary,
- Train youth to be missions leaders through the Youth Advisory Council,
- Support our sister groups (Hispanic WMU and Sisters Who Care) and ministry partners (CWJC, BNF, and Baptist Ministers' Wives) as they reach out to women in their communities,
- and so much more!

Let's trust Him and ask Him to do even greater things in 2025. Your prayers, service, and gifts to the #HeckJones 2025 make this work possible.

Week of Prayer Posts

Day 1: Joy in Fellowship

"Our mouths were filled with laughter, our tongues with songs of joy." — Psalm 126:2a

Authentic joy occurs when women engaged in meaningful fellowship find a unified purpose in making disciples of Jesus who live on mission. Join us this week as we celebrate the joy of fellowship through the Woman's Missionary Union of North Carolina.

Prayer Focus: Pray today for organizations/events engaging NC women: Women on Mission Groups, La Union Feminil Misionera (Hispanic WMU), Sisters Who Care, Ministers' Wives Retreat, Mom Camp, Military Wives Retreat, and Ignite Missions Conference.

Sample Social Posts Continued...

Day 2: Joy in Leadership

"A little quiet reflection will remind me that 'Yes' to God always leads in the end to joy." — Elisabeth Elliot

Today, we pray for the dedicated leaders across our state and organization who say 'Yes' to God's call. Their commitment to guiding missions and ministries brings joy to our community and beyond.

Prayer Focus: Pray for the level of leadership to which God calls you. As you see leadership qualities in others, encourage them to explore their gifts. Pray also for the WMU NC Staff and Board, Leaders of age-level missions organizations, the new certificate program at Southeastern Baptist Theological Seminary, Women's Ministry Leadership Cohort, Monthly Leadership Lunches, Beyond the Moment Podcast, Leadership trainings at Ignite, the Co-Ed Youth Advisory Panel, and PROJECT HELP: Mental Health.

Day 3: Joy in Missions Education

"In Your presence, there is fullness of joy." — Psalm 16:11

Missions education opens our hearts to God's work around the world. Through learning and teaching, we experience the fullness of joy in His presence. Let's commit to deepening our understanding and involvement in missions.

Prayer Focus: Pray for age-level Missions Education organizations for Preschool, Children, Youth, and Adults, for International Children's Camp, for the Mission Friends Touch and Feel Days, and Children's Missions Days. Pray that churches see the need for Missions Education for all ages.

Day 4: Joy in Serving

"I slept and dreamt that life was joy.

I awoke and saw that life was service.

I acted and behold, service was joy." — Rabindranath Tagore, Bengali poet

Serving others brings us closer to Christ and fills our hearts with joy. WMU NC offers opportunities for Christian service through supporting our ministry partners and through Compassion Ministries. Come participate in missions with us and experience the joy of serving others.

Prayer Focus: Pray for the hundreds of mission projects carried out by children, youth, and adults across the state, for Christian Women's Job Corps with a new site in Uganda, the first Christian Men's Job Corps (in Ahoskie), Baptist Nursing Fellowship, support for missionaries from North Carolina, and volunteers for all WMU NC ministries and events

Sample Social Posts Continued...

Day 5: Joy in Sharing Christ

"Surely there can be no greater joy than that of saving souls." — Lottie Moon

Sharing the Good News of Jesus Christ is a source of immense joy. Let's be bold in our witness, spreading His love and message to those around us. Pray for courage and opportunities to share your faith today.

Prayer Focus: Pray for persons you know who are doing life without Jesus, for boldness in sharing Jesus wherever you are without fear, for missionaries who leave the familiarity of home and family to share Christ in the US and abroad, and for our WMU NC Mission Trips.

Day 6: Joy in Anticipation

"Fixing our eyes on Jesus, the author and perfecter of our faith, who for the JOY set before Him endured the cross, despising the shame, and has sat down at the right hand of the throne of God." — Hebrews 12:2

RC and Briana Brunstetter, IMB missionaries from Mocksville, NC, know the joys and challenges of anticipation! After growing their family in a foreign country and being officially commissioned in 2024, they returned to Slovenia for intensive language learning and training to be lead student strategists for Slovenia's four largest universities. They eagerly anticipate how God will move among university students. Just as our missionaries fix their eyes on Jesus and live in anticipation of what God will do, WMU NC is excited about what lies ahead.

Prayer Focus: Pray with hopeful anticipation today for all God is planning to do through the missions and ministries of WMU NC this year and in the future!

Day 7: Joy in Giving

"The people rejoiced over the offerings, for they had given freely and wholeheartedly to the Lord, and King David was filled with JOY." — 1 Chronicles 29:9

Through your joyful giving to the Heck-Jones Offering, you are part of WMU NC's mission of challenging, preparing, and equipping Christian believers to be radically involved in the fulfillment of the Great Commission. The missions and ministries of WMU NC are funded entirely by the Heck-Jones Offering. Thank you for praying for the ministries of WMU North Carolina, and for being open to the ways God is calling you to give to the Heck-Jones Offering.

Prayer Focus: Pray over your contribution to the #HeckJones2025 this year. Ask God to use our gifts to ultimately bring more people to Him.