



**COOPERATIVE  
PROGRAM**

# **CP AMBASSADORS GUIDE**





## 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.





## COOPERATIVE PROGRAM

### 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/](http://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/](http://www.imb.org/video-gallery/) and [www.imb.org/photo-library/home/](http://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/](http://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/](http://www.sbc.net/resources/directories/state-and-local-associations/)



## COOPERATIVE PROGRAM

### 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/](http://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/](http://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.





## COOPERATIVE PROGRAM

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/](http://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](http://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.

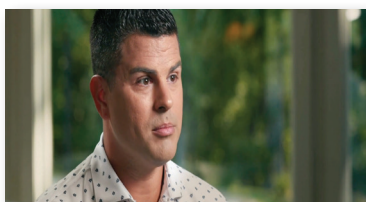
**PRAY** for perseverance for the Williamses as they minister to New Orleans and that the church's compassion ministries will have continued open doors to share the Gospel.





# COOPERATIVE PROGRAM

- Download Cooperative Program videos at [www.mbc.org/what-is-cp/cp-videos](http://www.mbc.org/what-is-cp/cp-videos)



### Locking Arms to Tell His Story

Every believer and every church should maximize their time and resources for the glory of God and the salvation of the nations. The Cooperative Program helps achieve that objective!



### Being Soul Conscious

The Cooperative Program is the most effective way for us to share Christ, save lives, and win souls — together.



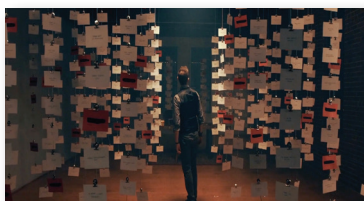
### What Jesus Told Us To Do

The Cooperative Program is thousands of Southern Baptist Churches locking arms to do what Jesus told us to do — fulfill the Great Commission!



### CP-BSU, Mississippi State University

The Baptist Student Union at Mississippi State University is preparing the next generation of church leaders by challenging the students to know Christ and make Him known on their campus. This is possible because of the gifts from our churches through the Cooperative Program.



### Just Call My Name

Meet the missionaries God called by name to go and serve Him in faraway places. They were obedient and the Cooperative Program allowed them to take THE NAME OF JESUS to the world!



### Around the Globe

The Cooperative Program is the God-honoring way that Mississippi Baptists share the good news of Jesus around the globe. The efforts of Mississippi Baptists through the Cooperative Program impact lives for Jesus here, across our nation, and to the ends of the earth.

- Order Cooperative Program bulletin inserts and posters by contacting Lisa Leavell at (601) 292-3347 or [lleavell@mbc.org](mailto:lleavell@mbc.org) or visiting [www.mbc.org/what-is-cp/cp-resources/](http://www.mbc.org/what-is-cp/cp-resources/)

**The COOPERATIVE PROGRAM & MISSISSIPPI**

Mississippi is known for a lot of very positive things. Our beloved hospitality state has produced some of the world's greatest writers, artists, musicians and athletes. However, we do not want to be recognized as a spiritually impoverished state.

Two-thirds of the population in Mississippi is either lost or unchurched. This means two million people are in danger of spending eternity apart from God.

Mississippi Baptist churches giving through the Cooperative Program are partnering with the Mississippi Baptist Convention Board and its various ministries to help overcome the spiritual darkness that permeates our state. The Mississippi Baptist Convention Board is a resource center for the local church. The servants who work for the State Convention are available to help your church fulfill the Great Commission.

Does your church need help in the area of Worship, Sunday School/Discipleship, Evangelism, Stewardship, just to name a few? Then call your State Convention. We are here to enhance the direction of your church at no cost to you.

Stewardship • 601-292-3347 • [lleavell@mbc.org](mailto:lleavell@mbc.org)

**The COOPERATIVE PROGRAM & NORTH AMERICA**

The Southern Baptist agency known as the North American Mission Board has church planting, compassion ministry and evangelism strategy as their focus. The three focus points are designed to reach the millions in North America that do not have a personal relationship with the Savior. What can we do to help? We can PRAY. Jesus placed no limits on a believer's prayer, as long as they are according to God's will and purpose (Mark 11:24).

We must PRAY and GO but we can also GIVE. We have the glorious privilege of helping to financially support the men and women who are serving the Lord with the North American Mission Board. The Cooperative Program provides necessary funds to help the North American Mission Board fulfill the mandate of reaching North America with the gospel.

We must PRAY, GIVE, and then we must GO. We must be about the Father's business of being His witnesses as we go. However, God is still calling some to go in a way that causes them to leave family and move where He is leading to serve Him in a full or part-time way. To achieve that they will need the financial help of all Southern Baptists.

Will you follow the Lord's direction and give through your local church? Will you help your church understand the important role they play in giving through the Cooperative Program to help reach the United States and Canada with the gospel? It is a conversation worth having!

Stewardship • 601-292-3347 • [lleavell@mbc.org](mailto:lleavell@mbc.org)

**The COOPERATIVE PROGRAM & the WORLD**

How big is the world we call home? The equatorial circumference of Earth is about 24,901 miles. The total surface area of Earth is about 197 million square miles. The Psalmist declared, "The earth is the LORD'S, and the fulness thereof; the world, and they that dwell therein" (Psalm 24:1). The world's population is rapidly approaching 8 billion and God loves each and everyone from all four corners of the world. Everyone deserves the chance to hear the "Good News" at least once!

The International Mission Board of the Southern Baptist Convention has the incredible task of mobilizing missionaries to share God's love with people all over the world. Currently, Southern Baptists have over 3,400 missionaries who are the hands and feet of Jesus to people groups that most of us will never meet. However, there is something we can do. We can help the missionaries arrive at their place of service and remain there by giving through the Cooperative Program. Southern Baptist missionaries do not have to waste precious time not returning home to raise funds. The Cooperative Program provides for the needs of the missionaries. This is not only efficient but highly effective in producing the desired result — more people hearing about JESUS and trusting HIM as the only Savior of the world.

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Time	To	Gate	Remark
14:00	LONDON	A12	CANCELLED
14:02	PARIS	A15	CANCELLED
14:08	NEW YORK	A16	ON-TIME
14:09	ROME	A17	ON-TIME
14:12	SHANGHAI	B02	ON-TIME
14:14	PARIS	B05	DELAYED
14:05	BANGKOK	B09	ON-TIME

**The COOPERATIVE PROGRAM & YOU**

When you are faithful in giving to the Lord through your local church, and the church is faithful to give through the Cooperative Program, what you give makes an impact for the Kingdom of God around the world.

When we all give, a little can make a lot of difference. Ten dollars is not much in today's economy, but if 100 people each gave ten dollars you would have 1000 dollars. One thousand people giving ten dollars would add up to ten thousand dollars used towards Kingdom work.

Just remember YOU make a difference when you are faithful in giving your tithe and your CHURCH makes a difference when it is faithful to give through the Cooperative Program!

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## COOPERATIVE PROGRAM

# MISSISSIPPI BAPTISTS THE COOPERATIVE PROGRAM

IT ALL STARTS WITH YOU!



### LOCAL CHURCH

Your local church allocates your tithes and offerings to church-wide ministries including:

Associational Missions, Discipleship, Benevolence, Local Ministries, Music/Worship, Children's Ministries, and Christian Education



### COOPERATIVE PROGRAM

2,115

Mississippi Baptist churches give a portion of your tithes and offerings through the Cooperative Program.



### AROUND THE WORLD

Through the Cooperative Program, the Mississippi Baptist Convention allocates a portion of its budget to world-wide ministries including:

120+

Countries with International Mission Board missionaries



COOPERATIVE PROGRAM

WE CAN DO MORE TOGETHER.

For a video on how your gifts are used through the Cooperative Program, visit [www.mbc.org/what-is-cp/cp-videos/](http://www.mbc.org/what-is-cp/cp-videos/)

Jim Futral, Executive Director-Treasurer | Rick Blythe, Director of Stewardship/CP Promotion  
Mississippi Baptist Convention Board | P.O. Box 530, Jackson, MS 39205



### YOU

You give to your local church through your tithes and offerings.



### MISSISSIPPI BAPTISTS

Through the Cooperative Program, the Mississippi Baptist Convention supports in-state ministries including:

11

Church Starts

32

Campus Missionaries

3

Baptist Educational Institutions

8

Baptist Children's Village Locations

**Plus:** Disaster Relief, Evangelism, Garaywa Camp & Conference Center, and Central Hills Baptist Retreat



### NORTH AMERICA

Through the Cooperative Program, the Mississippi Baptist Convention allocates a portion of its budget to nation-wide ministries including:

32

North American Mission Board

Send Cities

1000+

Church Starts

**Plus:** Six Southern Baptist Seminaries, GuideStone Financial Resources, LifeWay Christian Resources, and Woman's Missionary Union





## COOPERATIVE PROGRAM



bringing hope and help  
multiplying churches

**WE ARE**

**mobilizing churches**

**training pastors**

**Mississippi Baptists**

Together, Mississippi Baptist churches mobilize to bring ministries of hope and help to the hurting. New congregations are formed, disciples are multiplied and the next generation of pastors is being trained through your church's support of the Cooperative Program.



Church Planting



Men's Ministry



Women's Ministry

Rick Blythe, Director of Stewardship/CP Promotion  
Mississippi Baptist Convention Board | P.O. Box 530, Jackson, MS 39205 | 601-292-3347



MISSISSIPPI  
BAPTISTS

Shawn Parker, Executive Director-Treasurer | Rick Blythe, Director of Stewardship/CP Promotion  
Mississippi Baptist Convention Board | P.O. Box 530, Jackson, MS 39205  
[mbcb.org](http://mbcb.org) | 601-292-3347