



*You're Invited to*



ONE KINGDOM

*The Campaign for Christianity Today*

*2024 - 2026*



Make every effort to keep the unity of the Spirit  
through the bond of peace.

There is one body and one Spirit, just as you were called  
to one hope when you were called; one Lord,  
one faith, one baptism; one God and Father of all, who is  
over all and through all and in all.

—*Ephesians 4:3–6*

# A Letter from the President



Since Billy Graham founded *Christianity Today* in 1956, CT has served as a storyteller for the global Church and a rallying point for Christians who strive to follow Jesus faithfully in a complex world.

While CT's passion remains the same—for all people to love Christ and his kingdom—we believe the current cultural, political, and ecclesial landscape demands more from us than ever before.

The moment is critical. The Church faces persecution outside her walls and division within. Recent years have been marked by polarization, confusion, and disillusionment. Millions of people, especially the young, are leaving their congregations and deconstructing their faith.

Within this environment, *Christianity Today* has been renewing our calling and expanding our vision. **How can we be a part of God's work to reenchant the Church with Christ and his kingdom?** How can we recast the ancient vision of what it means to follow Jesus and serve the lost and the least? And how can we regather a community of men and women of evangelical faith who share that vision?

In order to do those things, in order to be who we believe God is calling us to be, we have launched three initiatives. The Global Initiative will help us show the power and extraordinary beauty of what God is doing all around the planet. The Next Gen Initiative will help us tell the stories of the Church for the next generation in the most powerful media of our time. The Big Tent Initiative will help us reach across our divisions to show the unity that is already ours in the Spirit.

These initiatives will shape our ministry going forward—and The One Kingdom Campaign funds them. This campaign will help us reach younger, more diverse, and more global audiences with a capacious and captivating vision of what it means to follow Jesus in our time.

But we can't do it without you.

As you read more about The One Kingdom Campaign and our vision for the future, I invite you to prayerfully consider how you might participate in this kingdom work.

Sincerely,

**Timothy Dalrymple**

President and CEO



# Our Past & Present

For 68 years, *Christianity Today* has been a storyteller of the global Church, advancing the stories and ideas of the kingdom of God.

From its founding by Billy Graham in 1956, CT set out to become, in Graham's words, a "flag to follow," an institution that would both inspire and challenge the Church in pursuit of a simple goal: for all people to love Christ and his kingdom.

We steward a remarkable legacy, but we are even more excited about our future. Today, CT is a global nonprofit media ministry that reaches 40 million people a year, with the goal of making the Bride of Christ more beautiful and the world more drawn to her.

With in-depth reporting and striking commentary, redemptive storytelling and global perspective, groundbreaking podcasts, and dynamic talent, CT delivers biblical wisdom and beautiful storytelling from the whole world to the whole world across all media.

# 40M FOLLOW ON

■ *40,000,000*  
people reached  
each year

■ *40%*  
of CT's audience  
is under 35

■ *34%*  
of CT's audience  
is international



In a world divided  
by polarization,  
politicization, and  
injustice, wisdom and  
compassion are scarce.

Even worse, the Church itself  
is being torn apart, divided  
by politics, undermined by  
hypocrisy, and stunted by  
millions of members leaving  
each year.

**We yearn for Christians  
around the world to gather  
around the risen Savior.**

For the next generation to be  
equipped and empowered to take  
up their calling. For bridges to  
be built across race, generation,  
culture, and denomination. More  
than ever, we feel our calling is  
essential: to illuminate what it  
means to follow Jesus faithfully  
in our time.

**Let's do this together.**

# The Need We See

It has never been  
more important to  
*Seek the Kingdom.*



# Our Vision

“

*“I feel less alone because of CT. In our divisive times, we badly need CT’s balanced, uplifting voice.”*

— Philip Yancey  
Author

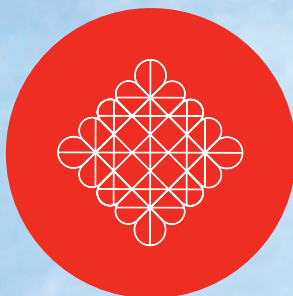


Our time is critical, but we serve a God who has defeated our greatest enemy. We serve a God who can do all things.

Amid unprecedented challenges in the Church and world, **Christianity Today’s One Kingdom Campaign is joining with God in uplifting what is good, overcoming what is evil, and healing what is broken.**

We seek to be a unifying voice, a rallying point, and a generative community for Christians to be inspired, strengthened, and equipped to serve a world in desperate need of the kingdom of God.

The witness of the Church is the hope of the world. You can help shape the future. **You can help advance what is best and most beautiful in the Church by partnering with The One Kingdom Campaign.**



# The One Kingdom Campaign

The One Kingdom Campaign will equip *Christianity Today* to join with God in uniting Christians across continents, across generations, and across the lines that divide us.

Our goal is to raise \$32 million from 2024 through CT's 70th anniversary in 2026 to empower three initiatives: The Global Initiative, The Next Gen Initiative, and The Big Tent Initiative.

**With your support, each of these initiatives will broaden and deepen the difference we make in the world together.**



*Christianity Today serves a vital role in spotlighting the miraculous impact God is accomplishing through His people across the world as they bring the hope of Christ to those who most need it."*

— Edgar Sandoval

President, World Vision USA





## The Global Initiative



*Advancing the stories and ideas of the global Church.*

GOAL

*\$7.5M*

## The Next Gen Initiative



*Advancing a captivating vision of following Jesus.*

GOAL

*\$9.7M*

## The Big Tent Initiative



*Advancing the unity of the Church in all its beautiful diversity.*

GOAL

*\$10.8M*

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## Launch a CT Endowment for ongoing ministry growth.

GOAL

*\$4.0M*

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### Campaign Goal

*\$32M*

*between 2024–2026*

### Total Raised

*85.60%*

*as of April 2025*



*Advancing the stories and ideas  
of the global Church.*

GOAL  
*\$7.5M*

# The Global Initiative

Understanding the global Church helps all of us understand the heart of God. By partnering with The Global Initiative, you can help us reach across continents with a hopeful vision of Christian faith.

## In The Global Initiative, we will:

- Elevate the stories and ideas of the global Church by hiring 10 regional editors, native or fluent in the relevant languages, in strategic cities around the planet.
- Capture the most compelling examples of men and women following the call of Christ around the world by adding global storytelling positions.
- Dramatically expand translation efforts to reach audiences in 8 major language groups and create multilingual sites
- Shine a light on places where the Church is persecuted and where it is flourishing.

“

*CT is the best place for today's students and tomorrow's leaders to get a big-picture view of all that God is doing around the world.”*

— **Tom Lin**

President, InterVarsity Christian Fellowship



Learn more about The Global Initiative's goals at  
**[OneKingdom.ChristianityToday.com](https://OneKingdom.ChristianityToday.com)**



*Advancing a captivating vision  
of following Jesus.*

GOAL

\$9.7M

# The Next Gen Initiative

With younger generations leaving the faith in unprecedented numbers, it has never been more important to thoughtfully engage young people with the beauty of the gospel and the truth of the Scriptures. Through The Next Gen Initiative, you can help CT reach younger generations with a compelling vision in the most powerful media of our time.

- Disciple rising generations by publishing a series of “Field Guides” that sum up the essentials of the faith.
- Equip young leaders by launching a Next Gen Fellowship program.

## **In The Next Gen Initiative, we will:**

- Host gatherings that raise up the next generation of Christian storytellers and platform their stories for the world.
- Expand audio and video offerings with new and compelling podcasts and films that cast the light of Christ upon our culture and Church.

“

*CT provides a haven for young people of faith—sharing insights, guidance, and discipleship—while also extending an invitation for people looking to reengage or explore their faith.”*

— Elisabeth Armstrong

Bioethicist



Learn more about The Next Gen Initiative's goals at  
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*Advancing the unity of the Church  
in all its beautiful diversity.*

GOAL

*\$10.8M*

# The Big Tent Initiative

Through The Big Tent Initiative, you can help better represent the depth and breadth of the North American Church, while breaking down the lines that so often divide us. In a time of polarization, you can build bridges across Christian communities separated by race and politics.



*Christianity Today is a beacon of light,  
demonstrating what it can look like  
to amplify the voices of those who aren't  
typically heard."*

— **Rasool Berry**

Pastor, Writer, Podcast Host



## **In The Big Tent Initiative, we will:**

- Expand The Public Theology Project, platforming leaders, thinkers, and storytellers who model a healthy Christian conversation within the Church and with the culture.
- Hold convenings of Christian leaders of various political and denominational backgrounds to create a sense of unity, common cause, and common vision for the kingdom of God.
- Hire editors that platform the stories and ideas of minority and immigrant churches.

Learn more about The Big Tent Initiative's goals at  
**[OneKingdom.ChristianityToday.com](https://OneKingdom.ChristianityToday.com)**





## The One Kingdom Campaign

With your support, each of these initiatives will broaden and deepen the difference we make in the world together.

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CAMPAIGN GOAL

*\$32M*





# Your Invitation

By God's grace, we are humbled to share that as of April 2025, over 85% of the \$32M goal has been raised. But as we begin the next phase of the campaign, we need your help.

**The story of the Church is being written today.**

**What will your role be?**

When it feels like the darkness is overcoming the light and evil is triumphing over good, what will you stand for?

We worship the God who brings life out of death. Who delivers us from evil, who pursues the lost, who loves the sinner, and who will never abandon his Bride. Therefore, we do not live as those without hope.

We believe that *Christianity Today* can serve a meaningful role in reenchanting the Church with Christ and his kingdom, recasting a captivating vision of what it means to follow Jesus in our time, and regathering a community around that vision.

Our deepest desire is to see Christ glorified as his Church faithfully follows him.

*Will you join us?*

## NEXT STEPS

### Pray

Join us by praying for these kingdom-sized goals and a kingdom-sized impact through The One Kingdom Campaign.

### Give

Shape the future of the Church by giving online at **OneKingdom.ChristianityToday.com** or mailing in the enclosed response envelope.

### Connect

Ask questions, find ways to partner, and get updates at **OneKingdom.ChristianityToday.com**.



*We see God shaping exciting conversations, important partnerships, and growing audiences through The One Kingdom Campaign and its three initiatives. We see progress already, and we want to nurture and support what God is already doing so this campaign might advance the kingdom of God.”*

— **Lauren Green McAfee & Bob Doll**

*Christianity Today* Board Members  
and The One Kingdom Campaign Co-Chairs



Scan to  
give a gift  
online.



ONE KINGDOM

*Together, we can see the kingdom come.*

CT