



ONE KINGDOM

The Campaign for Christianity Today

THREE INITIATIVES
2024 – 2026

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.

The One Kingdom Campaign will help reenchant the Church with Jesus and his kingdom, recast a captivating vision of following Jesus, and regather a community of believers who pursue Christ and his kingdom together.

The Global Initiative

\$7.5M

will dramatically expand our coverage to better represent what God is doing around the world, interconnecting the global Church and illuminating the work of Jesus on every continent.



Elevate the stories and ideas of the global Church by building a robust network of regional writers and editors, native or fluent in the relevant languages and cultures, in strategic cities around the planet. **\$3.89M**

Capture the most compelling examples of men and women following the call of Christ around the world by adding global storytellers. **\$500K**

Dramatically expand translation efforts to reach audiences in 8 major language groups and create multilingual sites. **\$1.21M**

Shine a light on places where the Church is persecuted and where it is flourishing by publishing special Globe Issues. **\$400K**

Explore God-sized Global opportunities as CT celebrates its 70th anniversary in 2026. **\$1.5M**

The Next Gen Initiative

\$9.7M

will empower CT to reach younger generations with an inspiring vision of what it looks like in our time to follow Jesus and advance his kingdom.



Evolve CT's brand and technology to reach new generations more effectively. **\$1.26M**

Expand podcast offerings with new and compelling shows that cast the light of Christ upon our culture and our Church. **\$2.95M**

Incubate and equip Next Gen storytellers, build thriving local creative networks, and accelerate their stories of tomorrow across media platforms. **\$2.52M**

Launch an annual Young Storytellers Fellowship and host gatherings that inspire and showcase the next generation of Christian storytellers. **\$1.45M**

Explore God-sized Next Gen opportunities as CT celebrates its 70th anniversary in 2026. **\$1.5M**

The Big Tent Initiative

\$10.8M

will equip CT to better represent the diversity of the North American church, building conversation across political and racial divides.



Expand the Public Theology Project, platforming leaders, thinkers, and storytellers who model a healthy Christian conversation within the Church and with the culture. **\$2.41M**

Hold convenings of Christian leaders of various racial, political, and denominational backgrounds to create a sense of unity, common cause, and common vision for the kingdom of God. **\$1.24M**

Launch media projects that creatively showcase underrepresented voices and experiences, address racial histories and wounds, and seek understanding and harmony. **\$555K**

Hire new editors and train new writers to platform the stories and ideas of minority and immigrant churches, building bridges across historic divides. **\$2.85M**

Develop more resources that invite new and diverse audiences into discussions around theology, preaching and pastoring, and living out the Scriptures. **\$2.25M**

Explore God-sized Big Tent opportunities as CT celebrates its 70th anniversary in 2026. **\$1.5M**

Total Giving Targets:

Global Fund: **\$7.5M**, Next Gen Fund: **\$9.7M**,
Big Tent Fund: **\$10.8M**, Endowment and
Planned Giving: **\$4.0M**, Total: **\$32M**



Your Invitation

CHRISTIANITY
TODAY

Christianity Today commenced The One Kingdom Campaign in 2023, and by God's grace, we are humbled to share that as of August 2024, over 63% of the \$28M goal has been raised. In this next public phase of the campaign, we need your help.

We invite you to make a three-year commitment or a one-time gift to The One Kingdom Campaign.

We are seeking generous givers who align with our mission and who would find great joy in making this investment in the future of Christianity Today and the flourishing of the global Church.

Together, we can help unite believers across the continents, across the generations, and across the lines that divide us.



Scan to give a gift online or give at
OneKingdom.ChristianityToday.com.