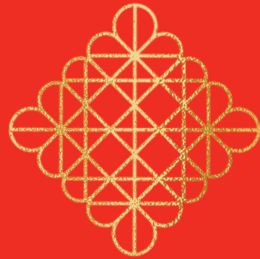




You're Invited to



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*

Why One Kingdom

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, we invite you to prayerfully consider how you might participate in this kingdom work.



Our Past & Present

For nearly 70 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 35 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.



■ *35,000,000*
people reached
each year

■ *40%*
of CT's audience
is under 35

■ *38%*
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

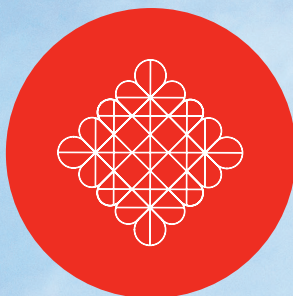


Our time is critical, but we serve a God who has defeated our greatest enemy. We serve a God who can do all things.

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

Launch a CT Endowment for ongoing ministry growth.

GOAL

\$4.0M

Campaign Goal

\$32M

between 2024–2026



*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



*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.

- 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
OneKingdom.ChristianityToday.com



*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



The One Kingdom Campaign

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

CAMPAIGN GOAL

\$32M



Your Invitation

**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?

