



IT'S TIME TO:

- RAISE THE STANDARD –
- REVERSE THE CRISES –
- RESOURCE THE CHURCH –
- REACH THE NEXT GENERATIONS –

IT'S TIME FOR MARRIAGE

MarriageToday / XO Marriage  xobuilding.com

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IT'S TIME FOR MARRIAGE



CAPITAL CAMPAIGN 2020-

So shall they fear
the name of the Lord from
the west, And His glory
from the rising of the sun;
when the enemy comes in
like a flood, The Spirit of
the Lord will lift up a
standard against him.

Isaiah 59:19

DEAR FRIEND,

In the spring of 1993, the Lord woke me up three mornings in a row at exactly 3am. That week, He gave me the vision for what is now MarriageToday. Karen and I waited on the Lord and He sovereignly led us to take the first steps to create this ministry. We incorporated MarriageToday in 1994 and bought our first airtime on WGN out of Chicago. God had given us a message about marriage, and for the next 27 years we delivered that message to millions in need.

Fast forward to today. MarriageToday has become the largest marriage-focused ministry in the world. Our daily television broadcast reaches across America and into dozens of countries. Beyond Christian television, we now reach many millions more on a monthly basis through our books, conferences, websites, social platforms, and podcasts.

While the core needs of couples are the same today, our culture has shifted in surprising ways since our ministry began. Our message of hope hasn't changed. But we strive to deliver that message using the latest technology and most culturally relevant media platforms.

It's not just technology that has changed. The prevalence of divorce and decline of traditional morality mean each generation is less committed to marriage than the generation before it. If we don't change these beliefs—if we don't restore marriage—we will lose these generations forever. We will lose marriage. If we lose marriage, we lose civilization.

In 1947, secular Harvard sociologist Carle Zimmerman wrote a groundbreaking book called *Family and Civilization*. Exploring the fall of Rome and the demise of ancient Greece, he described how the decline of the traditional family caused the decline of these once-great civilizations. He also warned that America was on the same path.

Rome and Greece rose to great power thanks to the domestic family unit: a father, mother, and children. That nuclear family

structure—a heterosexual couple raising children—became the bedrock of society. It created wealth, passed along morality, and prioritized children.

But soon, the nuclear family unit fragmented, giving way to the atomistic family. In that model, each individual becomes more important than the family as a whole. The marriage relationship diminishes in significance. The centrality of child-rearing declines. Divorce damages the basic framework of a family. Children who grow up with that lack of structure are more likely to be poor, violent, uneducated, and sick.

When the family model fragments, so does society. That's why the powerful civilizations of ancient Greece and Rome didn't last. Is our society headed in the same direction?

So when we talk about raising a standard for marriage, we aren't just campaigning to save individual relationships. Our goal is to protect civilization itself. That's our end game. We want to see couples thrive. We want to see kids grow up with both parents. We want to save society.

And we need you to help us.

Despite our incredible expansion and impact, MarriageToday has never had a home. We have always rented office space to save money, moving our ministry four different times to accommodate our growth. We have reached that point again today—our current offices are bursting at the seams—and it's time to build a home of our own.

That's our dream, and this brochure details our plan for a new XO Marriage Building, which will take our ministry and impact to the next level. The Lord has sovereignly provided us land to build on, debt-free. He has also provided a seed gift from an initial donor, who has already given \$4 million to the new building.

We are overwhelmed with gratitude and excitement and are ready to take the next step. That next step depends on you.

As you read through this brochure, I pray you will open your heart and consider whether the Lord wants you to help us with a generous financial gift.

The enemy is actively working to destroy marriage. In fact, we don't know of any other large building in the world that has the word "Marriage" on it. Ours will be the first! God has called us to expand our ministry and spread God's plan for marriage around the world. We need your help to do it. It's time. Will you raise a standard for marriage with us?

God bless you!

Jimmy Evans

Founder & CEO
MarriageToday



MarriageToday Founded	1994
First show aired on WGN in Chicago	1995
MarriageToday moved headquarters to Dallas	2005
Brent Evans named President	2010
MarriageToday launches digital media presence	2015
First XO Conference	2015
Five acres of land for future building gifted by Gateway Church	2016
MarriageToday Coaching program began	2017
Dave and Ashley Willis join MT/XO Team	2018
Launched XO Latino Hispanic Outreach with Luis & Kristen Roman	2019
Expected groundbreaking on the new XO Marriage building	2020

HISTORY OF MT / XO

STATS

SOCIAL MEDIA

3 million followers across all channels with a weekly reach of over 2 million people

EMAIL LIST

+39% increase in email accounts over past year

XO PODCAST NETWORK

225,000+ downloads per month, 3 million+ downloads total since launch

WEBSITE TRAFFIC

2 million+ new users over past year to marriagetoday.com and xomarriage.com

YOUTUBE GROWTH

130,000+ subscribers, 4.4 million views and 36.7 million minutes of watch time in past year (8-min viewing average)

TELEVISION

We continue to reach millions of people through our daily and weekly Daystar broadcast

XO EVENTS

8 cities in 2019 and over 75,000 people have attended an XO Conference or viewed a simulcast

XO PUBLISHING

3 book launches in 2019 and 2020, including *The Naked Marriage*, *Marriage on the Rock 25th Anniversary*, & *The Four Laws of Love*

XO NOW

Our online subscription platform launched in 2019. Think of it as the "Netflix of Marriage."





OUR VISION

FOR THE XO MARRIAGE BUILDING

- Significant national landmark for marriage
- Headquarters for MarriageToday/XO
- Media center housing state-of-the-art podcast and TV studio
- Continued support and advocacy for the needs of military marriages
- Capacity to create cutting-edge digital media content (YouTube, XO NOW, etc.)
- Launch a new channel of pre-marriage resources for singles
- Expanded marriage coaching suite
- “Wework”-style space for friends of MarriageToday to fellowship and interact with the ministry
- Training space to equip pastors and leaders
- Class A office space available for lease to create sustained ministry support

A NEW HEADQUARTERS WILL MOVE US FORWARD

We reached the previous generation with traditional media. We are reaching today's generation in brand-new ways. Fifteen years ago, podcasts, social media and YouTube didn't exist. Today, these are critical elements of our ministry. In what ways will we be communicating God's plan for marriage fifteen years from now?

We don't know, but we do know that we need a permanent home. We don't just need the space it will provide, but the adaptability it allows us to shift, move forward, and remain nimble as we use every platform possible to broadcast our message. Flexibility is key as we seek new ways to generate revenue and react to changing technologies.

When complete, the XO Marriage building will be the only building in America devoted solely to marriage.



WILL YOU CONSIDER A SPECIAL GIFT

TO RAISE THE STANDARD FOR MARRIAGE?

We plan to break ground by the end of 2020. One year later, we will occupy the building. The cost of our total campaign is \$15.5 million, and we need your help.

Campaign commitments may be fulfilled as one-time gifts, multi-year pledges, gifts of stock or real property, and estate commitments.

xobuilding.com

DONOR RECOGNITION OPPORTUNITIES

Special naming opportunities are possible throughout the new XO Building. Permanently demonstrate your commitment to marriage by a named space from the list below. These may be named after you or someone you choose to honor. Additionally, all campaign gifts of \$10,000 and above—as well as all estate commitments—will be honored on a permanent donor wall in the new building.

For more information or to discuss various gift types or naming opportunities, please contact:

Rebecca de Broekert at 1.800.380.6330
or rebecca@marriagetoday.com.

\$2 M	XO Marriage Building
\$1 M	XO Coaching Suite • TV Studio & Training Center
\$500 K	TV Studio • Podcast Studio • XO Cafe
\$250 K	XO Boardroom • XO Outdoor Terrace
\$100 K+	XO Conference Rooms
\$50 K+	Common Work Spaces
\$25 K+	Individual Offices
\$10-25 K+	Wall of Champions
\$1-10 K+	Walk of Champions

*Other Specific Naming Opportunities Available