# Raising *the* Standard for Marriage

— XO Marriage Capital Campaign

"When the enemy comes in like a flood, **The Spirit of the Lord** will lift up a standard against him."

**— Isaiah 59:19b**

## — Table of Contents


**03** Founder's Letter

**04** History

**05** Stats

**06** Our Vision

**09** Our Need

**12** Ways to Give

**14** Naming Opportunities

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 XO Marriage.

Fast forward to today. XO Marriage has become the largest marriage-focused ministry in the world. Our television broadcast reaches across America and around the world. And we now reach many millions more on a monthly basis through our books, conferences, websites, social platforms, and podcasts.

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.

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.

## Will you take a stand for marriage with us?

Despite our incredible expansion and impact, XO Marriage has never had a permanent 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.

This brochure details our plan for a new XO Marriage Center, which will take our ministry and impact to the next level.

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

We don't know of any other large building in the world that has the word "Marriage" on it. Ours will be the first! We need your help to do it. Will you raise a standard for marriage with us?

God bless you!

**Jimmy Evans**

Founder & President
XO Marriage

# Making a Difference

To couples working to strengthen their marriage, XO Marriage is the network of inspiring relationship experts they can turn to for the most real, uplifting, and creative ways to live a glorious life of love.

## History

| | |
|---|---|
| MarriageToday Founded | 1994 |
| First Show MarriageToday with Jimmy & Karen aired on WGN | 1995 |
| Ministry moved the headquarters to Dallas | 2005 |
| Brent Evans named President | 2010 |
| First XO Conference | 2015 |
| XO Marriage Coaching Program began | 2017 |
| Dave & Ashley Willis join the XO Marriage Team | 2018 |
| Launched XO Latino! with Luis & Kristen Roman | 2019 |
| MarriageToday rebrands as XO Marriage and the dream for XO Marriage Center becomes a reality | 2020 |

# XO Ministry Impact—

## Social Media —

over 5.5 million people reached weekly

## eMail List —

400,000+ email addresses on file

## XO Podcast — Network

500,000+ monthly downloads
8.7 million+ downloads total since launch

## Website — Traffic

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

## YouTube —

250,000+ subscribers
6 million+ views,
& 54.8 million minutes watched in past year

## Television —

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

## XO Events —

We host multiple XO Conferences across the US & have over 75,000 in attendance each year (includes simulcast)

## XO Publishing —

The Naked Marriage, The Four Laws of Love, and Tipping Point have sold over 160,000 copies combined in the past 18 months

## XO Now —

online subscription platform that launched Feb. 2019, and already has 3,000+ subscribers

## XO Latino —

Spanish-translated outreach launched in 2020

Our Vision —

# The Purpose of the XO Marriage Center

- Build a corporate headquarters for XO Marriage
- Establish a significant national landmark for marriage
- Create a global hub for advocates of marriage
- Assemble a media center housing state-of-the-art podcast and TV studio
- Support and advocate for the needs of military marriages
- Create cutting-edge digital media content (YouTube, XO NOW, etc.)
- Launch a new channel with pre-marriage resources for singles
- Launch XO Mediator Institute to equip pastors and leaders
- Host XO Mediator Certification, Marriage on the Rock, and other trainings
- Host events for donors and friends of XO Marriage

*"Relationships are ever-changing. At XO, we curate the best marriage advice from experts that practice what they preach.*

*No matter where couples are in their relationship, we meet them there with a good word and practical steps to keep them on the same path. We exist to give couples creative ways to keep marriage fresh, and inspire them to grow together."*

**Brent Evans**
CEO
XO Marriage

XO MARRIAGE

XO MarriageToday
with Jimmy and Karen Evans

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

# A Highly-Innovative Headquarters,

## Making a Multi-Generational Impact

The way the world produces and consumes media is constantly evolving. Fifteen years ago, podcasts, social media, smart phones, and YouTube didn't exist. XO relied upon traditional media to reach couples. To carry out our mission going forward, we must consistently leverage new technologies and media.

Our future headquarters will be an innovative space to continually remain current with emerging media formats. A more adaptive ministry center will allow us to reach future generations in relevant ways.

—The XO Marriage Center's first-floor lobby space will provide visitors a real-time glimpse into the marriage ministry happening here on a daily basis.

OFFICES
BOARDROOM

# Take a Stand for Marriage

Our capital campaign project goal, which includes the XO Marriage Center, is $15 million. We plan to break ground in early 2021 and occupy approximately one year later.

Your contribution will directly support the facility's buildout and the expansion of our conferences, media, certification trainings, and coaching program.

Please donate in the following ways:

- One-time gift
- Multi-year pledges
- Estate commitments
- Appreciated stock
- Real property

Learn more here:
xobuilding.com

Create a lasting legacy through a permanent naming opportunity available throughout the building (see p. 14-15)

GIVE HER
A KISS!

# Your Naming Opportunities

## — Create a Family Legacy

Throughout the new XO Marriage Center are unique naming opportunities designed to create a permanent legacy for you and your family. They may be named after you or someone you choose to honor. Campaign gifts of $10,000 and above —and estate commitments— will be celebrated on the Wall of Champions in the XO Marriage Center. These can be made as one-time gifts or paid over several years. Please discuss options and details with Rebecca.

| | |
|---|---|
| **$3M** | The XO Marriage Center |
| **$1.5M** | Auditorium & Training Suite |
| **$1M** | Media Suite |
| **$1M** | XO Mediator Institute |
| **$750k** | XO Cafe |
| **$500k** | Main Lobby |
| **$250k** | Executive Office Suites |
| **$250k** | Boardroom |
| **$250k** | Green Room + Make-up Room |

| | |
|---|---|
| **$100k** | Large Conference Room |
| **$100k** | 2nd Floor Reception Area |
| **$100k** | Staff Kitchen |
| **$100k** | Staff Collaboration Area (2nd floor) |
| **$75k** | Large Coaching Office (2) |
| **$50k** | Small Coaching Office (3) |
| **$50k** | Small Conference Room |
| **$50k** | Executive Office (2) |
| **$25k** | Staff Office (16) |

**Rebecca de Broekert**
Development Director
XO Marriage

Please, Reach Out.
Call— 1.800.380.6330
Email— rebecca@xomarriage.com
Learn More— xobuilding.com

# It's Time To...

Reverse the crises.

Resource the church.

Reach the next generations.

Raise *the* Standard for Marriage.

XO MARRIAGE

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