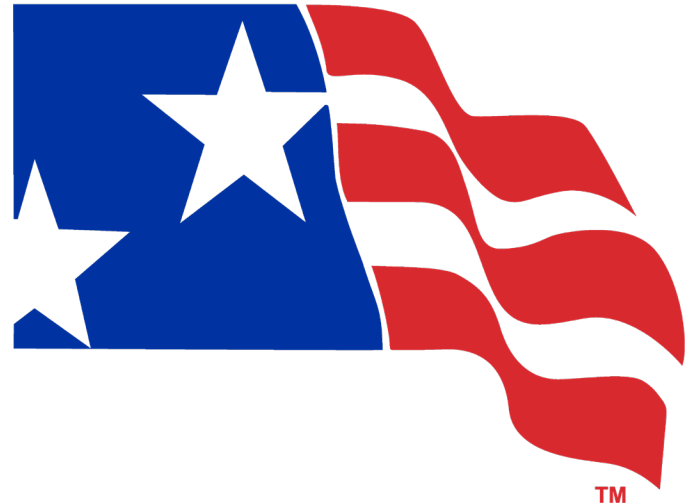


**NATIONAL  
DAY OF  
PRAYER**



# 2025 Media and Communications Kit

Resources on the National Day of Prayer  
Task Force Prayer Mobilization Efforts

Contact: Dion Elmore or Amy Parks  
[media@nationaldayofprayer.org](mailto:media@nationaldayofprayer.org)

[www.nationaldayofprayer.org](http://www.nationaldayofprayer.org)  
719-559-9574 or 719-559-9566  
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# EXECUTIVE BRIEF

## AMERICA'S PRAYER GATHERING - THURSDAY, MAY 1, 2025

It's very apparent that we need a great move of God in America—an outpouring of awakening and revival on our nation. We also know that every great awakening and revival in history is ushered in with God's people passionately pouring out their hearts in prayer. One always precedes the other.

Americans across the country will gather on the National Day of Prayer in parks, churches, schools, and state-houses to lift up prayers and petitions to God, followed by an evening national broadcast hosted by National Day of Prayer Task Force president, Kathy Branzell and co-hosted by Tim Tebow. The Broadcast will be a culminating event; a prayer gathering available in every home in America to unite our hearts in prayer.

## THEME AND FOCUS

Each year the NDP Task Force asks the Lord for a theme to unify us and guide our prayers.

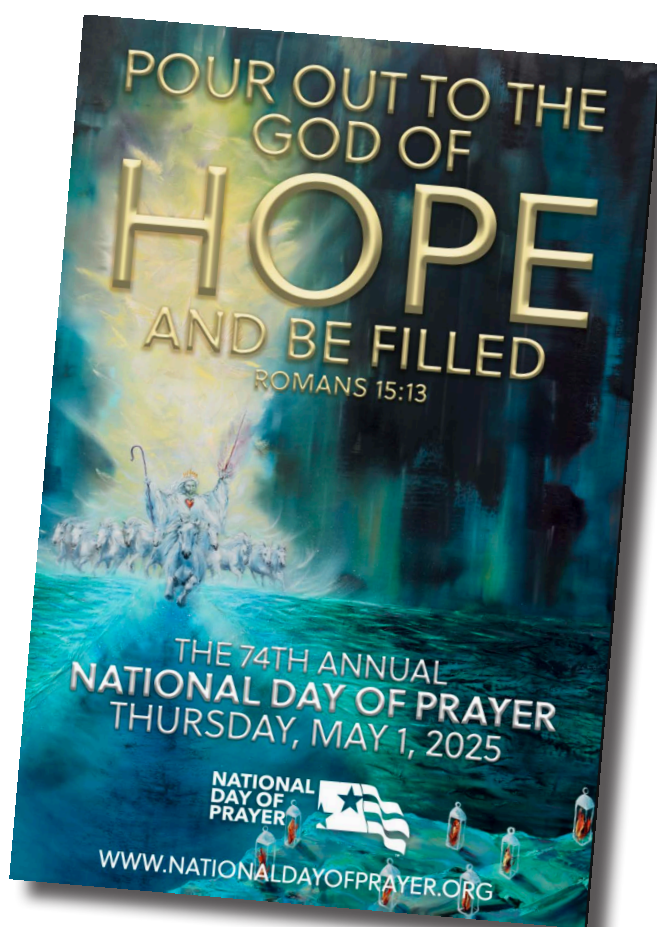
**2025 Theme:** "Pour Out to the God of Hope and Be Filled"

**2025 Theme Verse:** Romans 15:13 NASB "Now may the God of hope fill you with all joy and peace in believing, so that you will abound in hope by the power of the Holy Spirit."

Our theme artwork was painted by an extraordinary United Kingdom artist, Julie Ann Scott. There are so many significant and biblical details but the first and foremost is the stunning image of Revelation 19:11-14. Julie beautifully describes painting what the Lord was showing her – what HOPE looks like – the God of HOPE – and our greatest HOPE – His reign and return!

## ABOUT THE MINISTRY

The National Day of Prayer Task Force is led by our President, Kathy Branzell and governed by a nine-member Board of Directors, who also preside over the National Prayer Committee. The mission of the NDP Task Force is to mobilize unified, public Prayer for America.



The efforts of the National Day of Prayer Task Force are carried out in accordance with its Judeo-Christian beliefs. The National Day of Prayer, as designated by our government, belongs to all Americans—it is not owned by any one group, and every American can observe NDP in their own way. Everyone is invited to attend a NDP Task Force event to hear messages and prayers in the name of Jesus Christ. We pray for Jesus to bless those who lead and those in need throughout our country.

**NEWS RELEASE – APRIL 2025**

Dion Elmore or Amy Parks

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The National Day of Prayer Task Force

**NATIONAL  
DAY OF  
PRAYER**



**NATION POURS OUT IN PRAYER TO THE GOD OF HOPE ON THURSDAY, MAY 1, 2025**

**Theme Calls America to 'Pour Out to the God of Hope and Be Filled'**

**COLORADO SPRINGS, COLORADO (April 2025)** – For 74 years, Americans have poured out their prayers to God in response to the proclamation established by public law and issued by our President. Harkening back to our Founding Fathers' calls for national prayer to seek divine wisdom and guidance, our nation has continually turned to the God of Hope through every tragedy and triumph in our history.

The 2025 National Day of Prayer theme is a call to stand on this foundation: **"Pour Out to the God of Hope and Be Filled"** inspired by the faithful prayer of our theme verse, Romans 15:13 NASB — *"Now may the God of hope fill you with all joy and peace in believing, so that you will abound in hope by the power of the Holy Spirit."*

The annual National Day of Prayer is an opportunity for Americans to pray together in faith—believing and standing on God's promise and abounding in HOPE, which is defined in the Bible as 'joyful, confident, expectation'. This year, the National Day of Prayer Task Force is spreading the message of where hope is found and where it abounds—across America and around the world.

"Prayer is being mobilized every year and beyond, in almost every county in America by the nearly 19,000 prayer missionaries—organized, equipped, and made ready by God, as His strategies are poured through the National Day of Prayer Task Force," said Task Force President Kathy Branzell. "These teams bring unity to their communities through fervent prayer and by building relationships with those in leadership across every sphere of influence—specifically and strategically praying for them, with them, for their families, staff, and the people they serve."

Prayers will be poured out in all 50 states and several U.S. territories through tens of thousands of local prayer gatherings on the National Day of Prayer, **Thursday, May 1st**.

The annual **National Broadcast**, co-hosted this year by **Tim Tebow** and NDP Task Force President **Kathy Branzell**, will air on television, radio, websites, social media, and streaming services at 8 p.m. ET. For station listings and social media information, visit [www.nationaldayofprayer.org](http://www.nationaldayofprayer.org).

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*About the National Day of Prayer*

*The National Day of Prayer tradition predates the founding of the United States of America, evidenced by the Continental Congress' proclamation in 1775 setting aside a day of prayer. In 1952, Congress established in our public law, an annual day of prayer and, in 1988, that law was amended, designating the National Day of Prayer as the first Thursday in May.*

# TALKING POINTS

## HISTORY OF PRAYER

The National Day of Prayer observance was created in 1952 by a joint resolution of Congress and signed into law by President Truman. Each year since then our president has called upon the citizens of our nation to pray, and in 1988 President Reagan established this day of prayer to be the First Thursday of May. The significance for us as a nation is that it enables us to recall and to teach the way in which our founders sought the wisdom of God when faced with critical challenges and decisions. It stands as a call for us to humbly come before God, seeking His guidance for our leaders and His grace upon us as a people.

## THEME AND VERSE

The 2025 Theme stands as a call to pray the promise, so that we are filled with all joy and peace in believing, as we abound in HOPE. POUR OUT TO THE GOD OF HOPE AND BE FILLED is inspired by the Apostle Paul's prayer for believers in Romans 15:13 NASB; "Now may the God of hope fill you with all joy and peace in believing, so that you will abound in hope by the power of the Holy Spirit."

## 2025 NATIONAL DAY OF PRAYER BROADCAST

Our country will once again gather at 8 p.m. ET on the National Day of Prayer to watch, listen, or stream the 2025 National Broadcast, available through a variety of Christian media outlets and sites. This year, Tim Tebow will be co-hosting the Broadcast alongside NDP Task Force president Kathy Branzell. They will be joined in prayer by other Christian leaders who will guide our nation in this time of Scripture-filled prayer.

## 2024 IMPACT

In 2024 we poured out intercessions to God as we led America to Lift Up the Word - Light Up the World. We modeled humble hearts interceding for neighbor and nation, teaching America how to persevere in faith-filled, unceasing prayer, praying with eyes wide open, expectant to see the heart and hands of God moving over America.

On the evening of the 2024 National Day of Prayer, our annual national broadcast, produced in partnership with Waterstone and our broadcast partners, and aired from Washington D.C., reached just over 110 million households nationally for the fourth year in a row. From living rooms to auditoriums, from the East Coast to the Pacific Islands, millions were brought together to pray in unity, praising God and crying out to Him in one voice.

## EVENTS ACROSS THE COUNTRY

The Lord poured out immense creativity on the tens of thousands of volunteers who planned over 60,000 events in all 50 states last year. Here in 2025, we will see thousands of Americans faithfully join local prayer rallies—all crying out praises and prayers in accordance with the power and promises found in the Bible. At every National Day of Prayer Task Force event, leaders prayed in the name of Jesus and asked the Lord to bless those who lead and those in need across our nation.

*The efforts of the National Day of Prayer Task Force are performed in accordance with its Judeo-Christian values and beliefs. The National Day of Prayer, as designated by our government, belongs to all Americans—it is not owned by any one group, and every American can observe NDP in their own way. Everyone is invited to attend an NDP Task Force event to hear messages and prayers in the name of Jesus Christ.*

# PSA SCRIPTS

## GENERIC 60-SECOND SCRIPT

**This year, the National Day of Prayer celebrates 74 years of prayer for America!** We acknowledge how blessed we are to live in a country where, by law, every year on the first Thursday of May, our President proclaims a day of prayer for our nation.

We would like to invite you to join with us and the millions of men and women of faith who will *pause, reflect, and cry out to our Heavenly Father from the truth found in Romans 15:13 NASB.*

Visit our website at <https://www.nationaldayofprayer.org/find> to find a gathering in your community. Then join us at 8 p.m. ET for our National Broadcast that can be found online and on *many of your favorite Christian television and radio networks.* **Together, let's POUR OUT TO THE GOD OF HOPE AND BE FILLED!**

## ALTERNATE 60-SECOND SCRIPT

The promises in the Bible are true, and this year, we are asking that our God, the God of Hope, the God of 'joyful, confident expectation', fill us all with all joy and peace in believing, that we may abound in HOPE, by the power of the Holy Spirit.

Join with us and millions of believers across the nation on Thursday, May 1st, for the 74th Annual National Day of Prayer – as we embrace the truth found in Romans 15:13 NASB, "Now may the God of hope fill you with all joy and peace in believing, so that you will abound in hope by the power of the Holy Spirit."

Visit our website at <https://www.nationaldayofprayer.org/find> to find a gathering in your community, and then join us at 8 pm ET for our National Broadcast that can be found on our website, online, *and on many of your favorite Christian television and radio networks.*

## GENERIC 30-SECOND SCRIPT

The promises in the Bible are true, and this year, we are asking that our God, the God of Hope, the God of 'joyful, confident expectation', fill us all with all joy and peace in believing, that we may abound in HOPE, by the power of the Holy Spirit. Join with us and millions of believers across the nation on Thursday, May 1st, for the 74th annual National Day of Prayer, as we embrace the truth found in Romans 15:13 NASB.

Together, let's POUR OUT TO THE GOD OF HOPE AND BE FILLED! Visit our website at <https://www.nationaldayofprayer.org/find> to find a gathering in your community.

## ALTERNATE 30-SECOND SCRIPT

This year, the National Day of Prayer celebrates 74 years of prayer for America! We are blessed to live in a country where, by law, on the first Thursday of May, our President proclaims a day of prayer for our nation. Join with us and the millions of believers across the nation, as we cling to the truth found in Romans 15:13, let's POUR OUT TO THE GOD OF HOPE AND BE FILLED!.

Visit our website at <https://www.nationaldayofprayer.org/find> to find a gathering in your community. Then join us at 8 pm ET for our National Broadcast, as together we PRAY FOR AMERICA!

# SPOKESPEOPLE



**KATHY BRANZELL**

**President**

Kathy Branzell serves as the President of the National Day of Prayer (NDP) Task Force. She has served as a longtime member of the Board of Directors, having led and served alongside Vonette Bright, Shirley Dobson, Anne Graham-Lotz, and Dr. Ronnie Floyd.

Along with her work on behalf of the National Day of Prayer Task Force, she was the founder and president of Fellowship and Christian Encouragement (FACE) for Educators and is the author/co-author of five books on prayer. She earned her bachelor's degree in Education and Human Development from the University of Georgia, and her master's degree in Biblical Studies from Liberty Theological Seminary. She has served as a Rapid Response Chaplain for the Billy Graham Evangelical Association, and the National Coordinator of LOVE2020 and National Facilitator for the Mission America Coalition (Now The Table Coalition).

Reflecting on the future of the NDP Task Force under her leadership, Mrs. Branzell believes that, *"The 'now' generation is filled with the Holy Spirit and passionate about prayer. We would be foolish if we thought there was one generation, one ethnicity, one gathering, or one person that could call this nation to prayer. The Body of Christ is beautiful in reflecting every nation, tribe and tongue."*

Having raised two children with her husband, Russ, Kathy lives in Atlanta, Georgia.

Dion is the Vice-President of the National Day of Prayer Task Force. He is a visionary leader, and is passionate about equipping, encouraging, and engaging the church, and individual believers in passionate, effective, fervent prayer.

Prior to joining the National Day of Prayer Task Force, he served as a senior pastor, was a leader in both Fortune 500 corporations and in small business, specializing in leadership, creative strategy, and marketing. Dion served for several years with Focus on the Family and worked on the creative development and marketing of a wide variety of films, books, magazines, and programming, including the popular Adventures in Odyssey series. He was also a pioneer in Focus on the Family's International efforts, working to establish ministry outreaches in the United Kingdom, Australia, New Zealand, South Africa, and Singapore.

Dion is a co-author of the book *The Front Line (A Prayer Warrior's Guide to Spiritual Battle)*. He is married to Brenda and resides in Colorado Springs, Colorado.

**DION ELMORE**

**Vice President**



**AMY PARKS**

**Communications Director**

Amy serves as the Communication Coordinator for the ministry. She graduated from Georgia College & State University with a degree in Mass Communication.

She is passionate about building up the kingdom of God by encouraging others to infuse the Gospel into every aspect of their lives, starting with consistent, humble, strategic prayer. Her heart's missional desire is to encourage believers and

non-believers alike by sharing powerful stories of God's power, glory, and goodness that point people back to the Gospel. Amy and her husband Braden are based in Columbia, South Carolina.

*Please forward all media requests to [media@nationaldayofprayer.org](mailto:media@nationaldayofprayer.org).*

# RESOURCE LINKS

## ITEMS FOR NDPTF COORDINATORS

Visit our [promo page](#) to access the webstore, social media graphics, invitations, speaker agreement form, and press materials.

[Click here](#) to view the 2025 National Prayer from our NDP president, Kathy Branzell.

If you need additional support or an updated copy of the handbook, reach out to your state coordinator [here](#).

## ITEMS FOR THE PRESS

For a PDF version of our press release, access radio spots, digital art for promotion and other tools, [click here](#).

To learn more about our history, visit our [ABOUT page](#).

To find an event in your local area, use our [Gathering Finder](#).

## ITEMS FOR CHURCHES

Check out our [webstore](#) to purchase items for your church event, including table decorations, prayer guides, bulletin inserts and digital images.

## FIND US ON SOCIAL MEDIA

Learn more about our ministry, our May 1st event, and prayer needs around the country by following us on [Facebook](#) and [Instagram](#).

## Celebrating the 74th Annual Observance!

