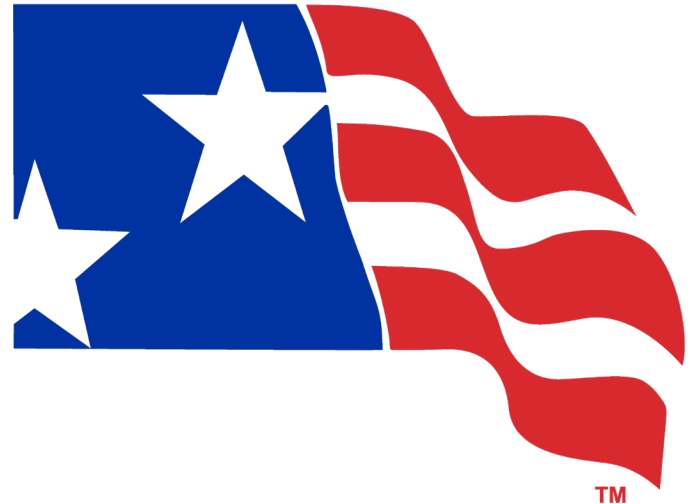


**NATIONAL
DAY OF
PRAYER**



2023 Media and Communications Kit

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

EXECUTIVE BRIEF

AMERICA'S PRAYER GATHERING - MAY 4th

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 Observance Broadcast hosted by the National Day of Prayer Task Force from the Museum of the Bible in Washington D.C. The Broadcast will be a culminating event; a prayer service available in every home in America to unite our hearts in prayer.

This year we call our fellow Americans to join together and pray diligent, faith-filled prayers that intercede for both our neighbors and nation.

THEME AND FOCUS

Each year the NDP Task Force President asks the Lord for a theme to unify and guide prayers. This year's theme is a call to prayer for our nation.

2023 Theme: "Pray Fervently In Righteousness And Avail Much"

2022 Theme verse: James 5:16b NKJV "The effective, fervent prayer of a righteous man avails much."

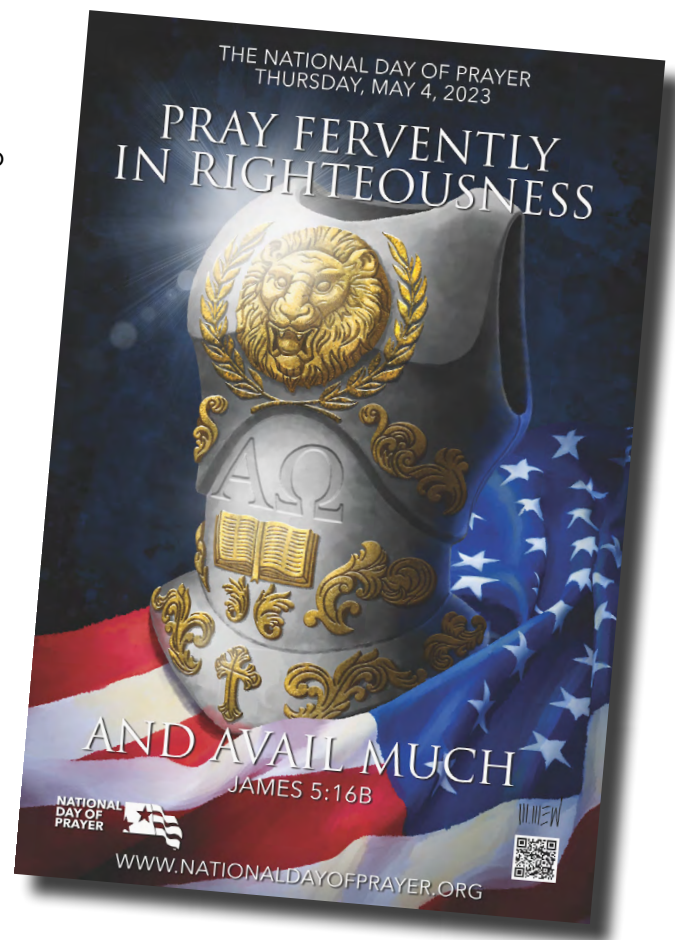
The annual theme art casts a visual inspiration for prayers around the theme. We know that prayer activates the Armor of God, therefore the imagery depicts the Breastplate of Righteousness, with Christ represented through the Lion of Judah, the Alpha and the Omega, the Word of God, and our Redeemer.

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 in 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.



Amy Parks

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The National Day of Prayer Task Force

**NATIONAL
DAY OF
PRAYER**



NATION PRAYS IN UNITY ON MAY 4TH

2023 Theme Calls America to Seek God in Prayer

COLORADO SPRINGS, COLORADO (March 2023) – Throughout history, Americans have lifted up fervent prayers to God on behalf of our nation. From the first gatherings of our Founding Fathers through every year's Presidential Proclamation of the National Day of Prayer, our nation rallies around common needs and themes to draw into prayer.

This year, the National Day of Prayer 2023 theme is, "Pray Fervently in Righteousness and Avail Much," coming from the promise in scripture found in James 5:16b NKJV that says, "the effective fervent prayer of a righteous man avails much." This is a promise that our nation has witnessed over the decades of prayer since the National Day of Prayer became public law in 1952.

Our nation has seen the hand and heart of God move, and therefore Americans come earnestly and expectantly to pray for the nation, gathering in love and unity throughout communities on May 4, 2023, to pray in faith and celebrate the prayers that are prayed throughout the year.

"Our humble, fervent, heartfelt, and passionate prayers put God's abilities in action," said National Day of Prayer Task Force president, Kathy Branzell. "These are the prayers that we want to pray with our eyes wide open so we don't miss a moment of God's heart and hands moving. Even as our words hang in the air, He is already answering, touched just as Jesus was on earth by the faith with which someone asks and believes. He takes our intercession and impacts not just the course of time, but the course of souls and the Kingdom. God uses our prayers to write the history books of tomorrow."

These fervent intercessions will be carried 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 4th. The annual National Broadcast, co-hosted by Rev. Samuel Rodriguez and NDP Task Force president Kathy Branzell, will air on television and radio, and will be streamed through social media at 8 p.m. ET. For station and social media information, visit us at 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 an annual day of prayer and, in 1988, that law was amended, designating the National Day of Prayer as the first Thursday in May.

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The National Day of Prayer Task Force

**NATIONAL
DAY OF
PRAYER**



Reverend Samuel Rodriguez joins National Day of Prayer Task Force President, Kathy Branzell as Co-Host of this Year's 72nd Annual National Day of Prayer – Thursday, May 4, 2023

Reverend Samuel Rodriguez, Senior Pastor of New Season Church, and the President of the National Hispanic Christian Leadership Conference (NHCLC), the world's largest Hispanic Christian organization with 42,000 plus U.S. churches, will be co-hosting this year's National Day of Prayer which includes the annual national broadcast, along with NDP Task Force president, Kathy Branzell. As co-host, he joins a long list of notable Christian leaders, formerly known as an Honorary Chairs, such as Billy Graham, Chuck Swindoll, Max Lucado, Tony Evans, Franklin Graham, Jack Graham, Greg Laurie, Joni Eareckson-Tada, Anne Graham-Lotz, and many more.

Mrs. Branzell shared, "I am excited that Reverend Rodriguez accepted the invitation to join me as the co-host of this year's National Day of Prayer! The NDP Task Force has had the privilege of steering and stewarding this day for decades, and we take the responsibility of mobilizing unified public prayer for America very seriously. Reverend Rodriguez is a true prayer warrior, and I am looking forward to locking shields and running into this spiritual battle for the soul of America together – praying fervently for one another, our neighbors, and nation."



When asked about his heart for prayer and the National Day of Prayer, Reverend Rodriguez explained, "Prayer changes everything! Prayer is heaven's Wi-Fi, accessible via the pass phrase, 'in the name of Jesus'. From Genesis to Revelation the Bible teaches that prayer and repentance results in forgiveness and healing. America is broken. The answer is Jesus. If we pray, God will show up. Accordingly, I am honored to co-host the National Day of Prayer."

The 2023 theme, Pray Fervently in Righteousness and Avail Much, is based on James 5:16b, and serves as a reminder of the promise that, "The effective, fervent prayer of a righteous man avails much." The annual broadcast is scheduled for 8 p.m. ET on a variety of networks and digital platforms in the United States, and around the world.

In addition to the national broadcast reaching an audience of nearly 110 million U.S. households through television, radio, and online – tens of thousands of 'in person' events will be held by our NDP Task Force volunteer coordinators, mobilizing millions more in communities in every state and U.S. territory.

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About the National Day of Prayer

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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 2023 Theme stands as a call to fall to our knees in intercession: “Pray Fervently In Righteousness And Avail Much” inspired from scripture in James 5:16b “The effective, fervent prayer of a righteous man avails much.”

2023 NATIONAL BROADCAST

Our country will once again gather at 8 p.m. ET on the National Day of Prayer to watch, listen or stream the 2023 National Broadcast, available through a variety of Christian media outlets and sites. This year, Rev. Sammy Rodriguez will be co-hosting the Broadcast alongside NDP Task Force President Kathy Branzell. They will be joined in prayer by Dr. Tony Evans, Robert Morris, Lecrae, Nick Hall and other Christian leaders who will guide our nation in this time of fervent prayer.

2022 IMPACT

In 2022 we poured out praises to God as we Exalted the Lord Who Has Established Us. We led the nation in a heart of humble worship, teaching America how to enter the courts of heaven with praises for our Heavenly Father, the Good Shepherd, the Lion of Judah, the Author of our Days who established our assignment and steps here on Earth.

On the evening of the 2022 National Day of Prayer, our National Observance Broadcast, produced in partnership with Pray.com and aired from the Museum of the Bible, reached just over 100 million households globally for the third 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 planed over 60,000 events in all 50 states in 2022. This year we will see thousands of Americans faithfully join local prayer rallies—all crying out praises and prayers. 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 72 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, clinging to the truth found in James 5:16, that "The effective, fervent prayer of a righteous man avails much"*.

Visit our website at **nationaldayofprayer.org** and click on EVENTS 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 PRAY FERVENTLY IN RIGHTEOUSNESS AND AVAIL MUCH!

GENERIC 30-SECOND SCRIPT

This year, the National Day of Prayer celebrates 72 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 James 5:16*, and PRAY FERVENTLY IN RIGHTEOUSNESS AND AVAIL MUCH.

Visit our website at **nationaldayofprayer.org** to find a gathering in your community. Then join us at 8 p.m. 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.

DION ELMORE

Vice President



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.



AMY PARKS

**Communications
Coordinator**

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.

RESOURCE LINKS

ITEMS FOR NDPTF COORDINATORS

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

[Click here](#) to view the 2023 National Prayer from our NDP president, Kathy Branzell.

Reference the following pages in your Volunteer Coordinator Handbook for more information about leveraging press relations:

47 – sample invitations for the media to attend your event.

63-65 – tips on building a strong public relations presence with the local media.

If you need 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 [event search tool](#).

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 4th event and prayer needs around the country by following us on [Facebook](#) and [Instagram](#).

Celebrating the 72nd annual observance!

