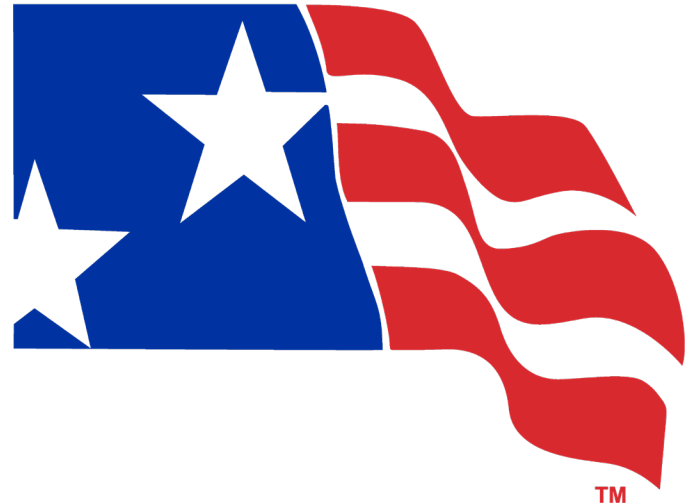


**NATIONAL
DAY OF
PRAYER**



2024 Media and Communications Kit

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

EXECUTIVE BRIEF

AMERICA'S PRAYER GATHERING - MAY 2nd

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 Capitol Visitor's Center Auditorium in Washington D.C. The Broadcast will be a culminating event; a prayer gathering available in every home in America to unite our hearts in prayer.

This year we call our fellow Americans to join together and pray in the power and promises of Scripture, bringing light to a nation in need of the Light of the World, Jesus.

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 stand on the truth of Scripture.

2024 Theme: "Lift Up The Word – Light Up The World"

2024 Theme verse: 2 Samuel 22:29-31 ESV "For you are my lamp, O Lord, and my God lightens my darkness. For by You I can run against a troop, and by my God I can leap over a wall. This God—his way is perfect; the word of the Lord proves true; He is a shield for all those who take refuge in Him."

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 Shield of Faith and the Sword of the Spirit, which is the Word of God. Christ is represented through the Vine, the fire of the Holy Spirit, the Strong Tower, and the crown, for the King of Kings.

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 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

media@nationaldayofprayer.org

(719) 559-9566

The National Day of Prayer Task Force

**NATIONAL
DAY OF
PRAYER**



**NATION PRAYS THE WORD OF GOD ON THURSDAY, MAY 2ND
2024 Theme Calls America to 'Light Up' Our Nation With Prayer**

COLORADO SPRINGS, COLORADO (April 2024) – For generations, Americans have lifted up scripture-filled prayers in every season and circumstance. From the first national calls to prayer by our Founding Fathers seeking divine guidance, the truths of the Bible have been the foundation for prayer through every tragedy and triumph in our history.

The 2024 National Day of Prayer Theme is a call to stand on this foundation, to “Lift Up The Word – Light Up The World” inspired from the faithful prayer of our theme verse, 2 Samuel 22:29-31 ESV “For you are my lamp, O Lord, and my God lightens my darkness. For by you I can run against a troop, and by my God I can leap over a wall. This God—his way is perfect; the word of the Lord proves true; he is a shield for all those who take refuge in him.”

The annual National Day of Prayer is an opportunity for Americans to pray together in faith, standing on promises of God. On Thursday, May 2nd, 2024, thousands of people will gather to intercede for neighbor and nation and pray for those who lead, and those in need.

“Some may say the world is getting darker,” said National Day of Prayer Task Force president, Kathy Branzell. “But as long as God’s people are reading and relying on the Word, believing and living His Word, praying and practicing His Word, the world is full of light that exposes and dispels the darkness. The world will get better and brighter if we commit to live out this year’s National Day of Prayer theme, Lift Up the Word, Light Up the World.”

These bright and shining prayers 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 2nd. The annual National Broadcast, co-hosted by Rev. A.R. Bernard and NDP Task Force president Kathy Branzell, will air on television, radio, websites, social media and streaming services, and will be broadcast 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.

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 2024 Theme stands as a call to pray the promises of Scripture and bring light a world in need: “LIFT UP THE WORD – LIGHT UP THE WORLD” inspired from scripture in 2 Samuel 22:29-31 ESV “For you are my lamp, O Lord, and my God lightens my darkness. For by you I can run against a troop, and by my God I can leap over a wall. This God—his way is perfect; the word of the Lord proves true; he is a shield for all those who take refuge in him.”

2024 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 2024 National Broadcast, available through a variety of Christian media outlets and sites. This year, Rev. A.R. Bernard 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.

2023 IMPACT

In 2023 we poured out intercessions to God as we led America to Pray Fervently in Righteousness and Avail Much. 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 2023 National Day of Prayer, our National Observance Broadcast, produced in partnership with our partners at OneCry and Waterstone, 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 planned over 60,000 events in all 50 states last year. Here in 2024, 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 73 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 2 Samuel 22:29-31.*

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 LIFT UP THE WORD – LIGHT UP THE WORLD!

GENERIC 30-SECOND SCRIPT

This year, the National Day of Prayer celebrates 73 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 2 Samuel 22:29-31,* and LIFT UP THE WORD – LIGHT UP THE WORLD.

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

ALTERNATE 60-SECOND SCRIPT

Some may say the world is getting darker, but as long as God's people are reading and relying on the Word, believing and living His Word, praying and practicing His Word, the world is full of light that exposes and dispels the darkness.

Join with us and millions of believers across the nation on Thursday, May 2nd, for the 73rd Annual National Day of Prayer – as we embrace the truth found in 2 Samuel 22:29-31, "For You are my lamp, O Lord, and my God lightens my darkness."

Visit our website at **nationaldayofprayer.org** to find a prayer 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

Some may say the world is getting darker, but as long as God's people are reading and relying on the Word, believing and living His Word, praying and practicing His Word, the world is full of light that exposes and dispels the darkness.

Join with us and millions of believers across the nation on Thursday, May 2nd, for the 73rd annual National Day of Prayer, as we embrace the truth found in 2 Samuel 22:29-31. TOGETHER, let's LIFT UP THE WORD AND LIGHT UP THE WORLD! Visit our website at **nationaldayofprayer.org** to find a gathering in your community.

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 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.

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 2024 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 [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 2nd event, and prayer needs around the country by following us on [Facebook](#) and [Instagram](#).

Celebrating the 73rd annual observance!

