

XO

Raising
the Standard
for Marriage

– XO Marriage Capital Campaig



"When the enemy comes in like a flood,

The Spirit of the Lord will lift up a standard against him."

- Isaiah 59:19b

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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

1994

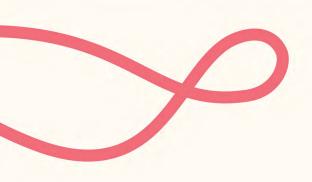


Making a Difference

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.

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

MarriageToday Founded



Social Media -

over 5.5 million people reached weekly

XO Podcast — Network

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

YouTube -

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

XO Events —

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

XO Now -

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

eMail List -

400,000+ email addresses on file

Website — Traffic

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

Television -

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

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 Latino —

Spanish-translated outreach launched in 2020



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





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.





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.

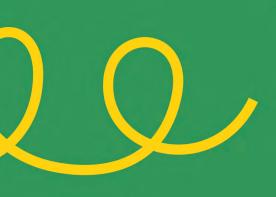
Your contribution will directly support the facility's buildout and the expansion of our conferences, media, certification trainings, and coaching program.

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)









- 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 Juli.

\$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)

Juli Chezem

Donor Relations XO Marriage Please, Reach Out.

Call- 1.800.380.6330

Email— juli@xomarriage.com

Learn More— xobuilding.com

It's Time To...

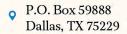
Reverse the crises.

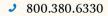
Resource the church.

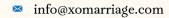
Reach the next generations.

Raise *the* Standard for Marriage.









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