

THE MILLION-SOUL CAMPAIGN

A Prayer at the Heart Initiative

2026 Condensed Report

By P. Douglas Small

“It took a great awakening to give birth to the nation; and now we need one to save it!”

A Multi-Year Prayer-Evangelism-Discipleship Initiative

EXECUTIVE OVERVIEW

The Million Soul Campaign is an attempt to awaken and mobilize the Christian Church in America around one central concern: the need for a Spiritual Awakening. The immediate goal is simple—a million believers praying for, caring for, and sharing Christ with the hope of seeing one million come to faith in Christ during a focused fifty-day period from Easter to Pentecost. The greater goal is for the fifty-day exercise to become a 365-day lifestyle of prayer, evangelism, and discipleship.

The 2026 campaign did not reach the numeric goal we set. In that sense, we failed. But we failed forward. We learned what is required to build a genuine national movement and what must be strengthened. The year demonstrated that the message of prayer, relational evangelism, and spiritual awakening has national appeal. It also demonstrated that media reach alone cannot create a movement; virtual engagement must be matched by incarnational leadership at the state and county level, in congregations and workplaces. For that, we need donors and volunteers, a dedicated boots-on-the-ground team.

The central conviction remains unchanged. America needs a Great Awakening—an encounter with God that produces conversion, discipleship, transformed values, changed behavior, reconciled relationships, renewed churches, and a new missionary urgency. The awakening we seek must be measured not simply by gathered crowds or emotion, or even conversion or baptism numbers, but by new believers who fully follow Christ. Decisions are not enough. Disciples are the goal.

The 2026 campaign laid a foundation. It mobilized tens of thousands, formed partnerships across denominational and ministry lines, built a national media presence, expanded a state leadership network, strengthened the Prayer Wall, and launched a July 4 Sunrise Prayer initiative. The task now is to turn awareness into sustainable participation and participation into a movement.

This is ultimately global. The Great Commission is nearer its completion than at any previous point in Christian history. America now reflects a global demographic with millions of immigrants from unreached peoples. A genuine spiritual awakening here could reverberate through the nations of the world creating a cosmic spiritual explosion not unlike Acts 2.

For that to happen, we need formidable partners, a robust national team, and financial resources.

WHY THE MILLION SOUL VISION MATTERS

The urgency begins with the condition of the church and the nation. **Christianity in America is not keeping pace with population growth.** Even where conversions and baptisms are rising, the church faces decades of declining participation, an aging faithful few, generational disengagement, church closures, and a rapidly changing population. The question is not whether the mission field is growing. It is whether the church will recognize it and respond in time.

Population growth has increasingly been driven by immigration. **The United States is now home to people from virtually every part of the world,** including millions from historically non-Christian nations. This is not merely a demographic challenge; it is **the greatest missionary opportunity in history.** The world is around us—in our cities, universities, companies, and neighborhoods.

Approximately **21 million people in the United States fit an unreached-people profile.** Millions belong to ethnic, linguistic, or religious communities where the evangelical witness is extremely small. The forty largest major metropolitan regions contain roughly half the national population, making cities strategic cultural, demographic, and relational mission fields.

The danger is that the church can see cultural decline without seeing **the root problem: lost people.** Prayer for social conditions is important, but prayer must move beyond symptoms to the solution—transformed lives. A Great Awakening is measured by millions of people encountering Christ, changing families, churches, neighborhoods, workplaces, schools, and cities.

Gen Z: An Open Door

The greatest immediate opportunity may be Gen Z. A striking percentage of this generation is spiritually curious and open to learning more about Christ, even though many have little meaningful church background. Gen Z is not so much post-Christian as pre-Christian; many have never encountered a mature understanding of Christianity.

This generation will not be reached by confrontational, argumentative, or purely propositional evangelism. They are suspicious of pressure and institutional rhetoric. They value authenticity, relationship, story, belonging, and the freedom to ask questions. They need truth, but truth must travel across a bridge of love.

Older evangelistic models used the sequence: *believe*, then *behave*, and then *belong*. For young people, belonging is the first step. From there, they become willing to consider beliefs that then transform behaviors. The church cannot surrender truth, but neither can it imagine that truth spoken without relationship will automatically be heard. Love is not the substitute for truth. Love is the bridge that allows truth to cross.

This is why Gen Z must become more than a target audience. They must become leaders in the movement. The goal for 2027 should include a national Gen Z team, Gen Z leadership in every state, strong connections with campus and youth ministries, and a discipleship pathway designed for young adults. If mobilized, this generation could become one of the primary engines of the campaign.

A THEOLOGY OF AWAKENING, PRAYER, AND EVANGELISM

The awakening we seek must be **robustly theological**. It cannot be reduced to emotional excitement, crowds, or a temporary surge in religious interest. A true awakening recenters life on God—His holiness, beauty, sovereignty, grace, and mission—and that altered orientation produces new behavior.

Healthy prayer participates in that reorientation. **Biblical prayer at its heart is worship**—the recalibration of our values around the worth of God—**at its edge, it is mission**, intercession for those who do not know Him. Between worship and mission, God meets our needs, but we are no longer the center.

For the Million Soul Campaign, prayer must therefore be harvest-focused. **We are not merely asking God to improve cultural conditions**. We are praying for friends, family, neighbors, coworkers, students, civic leaders, immigrant communities, and cities to encounter Christ. Prayer and evangelism cannot remain separate: prayer readies the believer, prepares hearts, opens relational doors, and asks the Holy Spirit to do what no technique can accomplish. **Communities are only transformed by multiplied conversions**.

Evangelism As Blessing

The campaign's relational approach is summarized in the phrase *Evangelism as Blessing*. God's first word to humanity in Genesis was blessing, and Christ's final act at the Ascension was blessing. From creation to redemption, God's disposition has remained that of grace.

To bless does not mean to remove moral boundaries or dilute the gospel. Grace does not eliminate truth. Rather, blessing establishes the posture from which truth is spoken. The church approaches the lost not as enemies to be conquered, but as people God loves and desires to redeem.

This changes our evangelistic tone. We listen before we lecture, ask questions, hear the stories of others, pray, care, testify to what Christ has done, and invite rather than coerce. Love can carry truth where an argument cannot.

THE FIFTY-DAY STRATEGY

Why fifty days? A vague call for every Christian to evangelize all the time usually produces little measurable action. A defined Easter-to-Pentecost season creates focus, a shared calendar, supporting resources, and a measurable objective. **The purpose is to use fifty days as a discipline that becomes a habit**.

The strategy moves from the individual to the nation: one believer identifies people in his or her relational world; three believers form a prayer triplet; congregations adopt goals; churches collaborate across a city or county; state teams connect those efforts; and national partners amplify the call.

Operation Andrew: 10-5-3-1

One of the simplest and strongest tools is *Operation Andrew*, adapted from the Billy Graham Evangelistic Association. Andrew brought his brother Peter to Jesus. The question is personal: Who can I bring to Christ?

Participants identify unchurched or spiritually disconnected family members, friends, coworkers, neighbors, and acquaintances, then prayerfully focus on those who appear most open. During the campaign, each believer is encouraged to:

- Pray daily for **TEN**.
- Intentionally care for **FIVE**.
- Share Christ with **THREE**.
- Trust God for at least **ONE** to come to faith.

Three believers form a triplet, providing mutual prayer, encouragement, and gentle accountability. Good intentions alone rarely become consistent action; the relational team turns aspiration into intentionality.

Each congregation should cultivate a witness-mission culture without guilt or pressure: pray weekly for unchurched loved ones, celebrate stories of witness, welcome new believers, and keep the harvest before the congregation throughout the fifty days.

THE MISSION FIELD: NEIGHBORHOODS, WORKPLACES, CITIES, AND CIVIC LIFE

A national movement must become local. Social media can recruit, inspire, and connect, but spiritual awakening occurs in real places among real people. The campaign therefore requires both a virtual strategy and an incarnational ground game.

Neighborhoods

The BLESS app partnership helps believers identify and pray for neighbors, restoring awareness of the mission field next door and moving naturally from prayer to care to spiritual conversation.

Workplaces

The workplace is another mission field. SALTY groups use downloadable prayer guides to connect Christians for brief, regular prayer where they work. SALTY is an acronym for Supplication, Anointed for business, Love and Light, Truth Tellers, Yielded to the Holy Spirit. Three or more believers meet monthly for 30 minutes to pray onsite, inviting God into the workplace. Chaplaincy training can deepen this effort by preparing qualified people to serve businesses and employees.

Civic Leaders

The Ambassador Ministry is built on the biblical command to pray for kings and those in authority (1 Tim. 2:1-2). Rather than approaching civic leaders primarily with demands, Christians are trained to offer the gift of prayer and ask: How can we pray for you?

This creates a bridge of goodwill without surrendering conviction. **The church becomes, in a meaningful sense, an embassy of the Kingdom of God**—present in the public square as a servant, intercessor, reconciler, and witness. Training is available for the Ambassador Ministry with a book, study guide and video support.

Cities And States

The 2026 campaign identified representatives in forty-five states. The next stage requires diverse state teams of three to five leaders reflecting denominational, ethnic, generational, and ministry breadth, supported by regional leaders and regular training.

Cities are a particularly strategic focus. The ten largest U.S. metropolitan regions are home to a quarter of the nation; the largest forty contain roughly half the population. A city strategy concentrates resources where immigrant communities, universities, workplaces, media, and congregations converge.

WHAT HAPPENED IN 2026: FAILURE, FRUIT, AND LESSONS

The original goal was to mobilize one million believers to pray for one million people to come to Christ during the fifty days leading to Pentecost. **That goal was not achieved.** We underestimated the difficulty of gaining national attention, building credibility, recruiting leadership, securing funding, orienting partners, and mobilizing one million people in a short time.

Among the most important 2026 accomplishments:

- State representatives were identified in forty-five states.
- The Prayer Wall grew from ten states in 2025 to approximately forty participating states by spring 2026, with at least thirty remaining active after the primary campaign.
- Twenty-four denominations or national/regional ministries joined as partners, many with a potential reach to millions of people.
- Infinity Concepts helped create a national media presence, generating ninety-two interviews which they estimate may have been heard by nearly 200 million people at approximately \$1.3 million in earned publicity value.
- Key partnerships were developed with more than two dozen organizations. The evangelism directors of both the Church of God and the International Pentecostal Holiness denomination served on the PATH board of directors.
- Meetings with key Southern Baptist leaders may have led to the renewal of their “Each One: Reach One,” 2026 efforts with a goal of reaching one million.
- The BLESS APP is now under the Luis Palau organization. They are critical partners.
- Of course, Franklin Graham gave his endorsement, and Dr Tom Phillips, former VP of BGEA, is our Senior Advisor.

First, these outcomes confirmed that the message resonates. The primary problem was not lack of interest, but insufficient front-end funding for state and regional training and inadequate orientation to the resources.

Awareness alone does not constitute a movement. A sign-up is not a disciple, and a social-media impression is not ownership. The 2027 effort must engage, equip, retain, and deploy those who respond.

The second lesson is simplicity. Leaders need the big picture; participants need only the resource appropriate to their role. The objective remains: pray for the lost, care for people, share Christ, disciple new believers, and build a culture of witness.

PRAYER INFRASTRUCTURE AND THE JULY 4 OPPORTUNITY

The Prayer Wall is one of the strongest elements of the infrastructure. By spring 2026, about forty states were participating in statewide prayer calls. The longer-term vision is an expanding

network of state, regional, city, multilingual, and eventually 24/7 prayer focused on revival, spiritual awakening, and harvest.

The July 4 Sunrise Service unexpectedly emerged as one of the campaign's most promising initiatives. An estimated 4,000 gatherings took place, and the initiative attracted a broader age range than other campaign elements.

This should become an annual feature. Easter-to-Pentecost keeps the focus on prayer and harvest; the period leading to July 4 adds a national prayer emphasis. Together they can form a roughly one-hundred-day rhythm centered on Christ, awakening, and service rather than partisan politics.

MEDIA, PARTNERSHIPS, AND SUSTAINABILITY

MEDIA

The campaign's media results were among the clearest signs of potential. Infinity Concepts helped move PATH toward recognition as a national faith movement, securing ninety-two interviews, substantial earned media value, millions of impressions, and 43,799 sign-ups.

Media strategy must now mature. The next phase requires tighter alignment between advertising, website experience, follow-up, toolkits, and local opportunities. Digital engagement should move people toward prayer groups, congregational participation, triplets, training, partnerships, and sustained giving.

Partnerships

Twenty-four denominations and national or regional ministries joined the 2026 effort. The next step is to move beyond endorsement toward strategic partners who integrate some expression of the Million Soul vision into their own prayer, evangelism, or discipleship ministries.

The campaign should function as a catalytic platform, not a massive organization duplicating what others already do. The philosophy is cooperation rather than competition: PATH provides vision, shared goals, tools, media, training, and relational infrastructure while partners contribute specialized strengths and existing networks.

Funding

Sustainable mission requires sustainable funding. The proposed 2027 budget is approximately \$1.6 million, supported through monthly sustainers, the Million Soul Club, Leader Circle donors, strategic partners, sponsors, ministry partners, and locally supported state initiatives.

THE 2027 PRIORITIES

First, clarify the central message. Mobilize one million believers to pray for, care for, and share Christ with unchurched friends and family, trusting God for a million disciples.

Second, build the ground game. Build diverse state teams supported by regional leaders, city coordinators, denominations, and ministry partners.

Third, strengthen evangelism and discipleship. Keep Evangelism as Blessing and Operation Andrew central, with a clear discipleship pathway.

Fourth, make Gen Z a leadership priority. Develop national and state leadership, campus partnerships, youth relationships, and a practical young-adult discipleship model.

Fifth, expand the city strategy. Focus selected metropolitan areas where population, diversity, unreached peoples, universities, and church networks converge.

Sixth, integrate the Prayer Wall with the evangelistic mission. Pray specifically for lost people, unreached communities, leaders, workplaces, campuses, and campaign goals.

Seventh, simplify resource deployment. Give participants only the pathway and resources appropriate to their assignment.

Eighth, deepen strategic partnerships. Give partners clear engagement levels, assets, training, and ownership of specific components.

Ninth, align media with follow-up. Every contact should lead to a specific next step and measurable participation.

Tenth, secure funding earlier. Cultivate major partners, recurring supporters, and state-level funding well before the campaign season.

THE BIG PICTURE

The Million Soul goal is not an end point. It is a floor. If one million people came to Christ in fifty days and that rate of prayer-evangelism became normal, the annual harvest could increase dramatically to seven million. In five years, it would reach **35 million – tithe of the national population. That would be ‘great awakening territory.’** The larger vision is not a campaign statistic but a culture of Christian life in which believers routinely pray for the lost, live as a blessing, build relationships, speak of Christ, disciple new believers, serve their communities, and cooperate across denominational and organizational lines.

The church must recover lostness as a central concern. We must break our silence, rediscover the mission field next door, bless without compromising truth, speak truth in love, and engage culture without confusing the Kingdom of God with earthly political power.

The vision remains: one million praying, one million reached, and ultimately many millions transformed by Christ. Not decisions without discipleship. Not prayer without mission. Not truth without love. Not evangelism without relationship. Not national concern without global purpose.

The task is to turn a campaign into a movement, a fifty-day exercise into a way of life, and a shared aspiration into millions of acts of prayer, care, witness, and discipleship.

That is the road forward. Join the adventure. Contribute. Pray.