



The **MILLION SOUL** *Campaign*

A Prayer at the Heart Initiative

2026 EXECUTIVE SUMMARY

By P. Douglas Small
www.PrayerAtTheHeart.org

*“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 Summary of The Prayer at the Heart 2026 Comprehensive Campaign Report

The Prayer at the Heart (PATH) 2026 Million Soul Campaign aims to awaken and mobilize the Christian church in the United States to fulfill the Great Commission by praying and evangelizing with the goal of seeing **one million people come to faith in Christ during a focused 50-day period from Easter to Pentecost**. The campaign is framed by sober cultural realities and a compelling spiritual urgency, emphasizing prayer as foundational to evangelistic success and spiritual awakening at a national level.

There is an urgency. Christianity in the U.S. is not keeping pace with population growth, especially given increasing immigration from largely non-Christian nations. This demographic shift is challenging the moral and spiritual center of the nation. *The Goal* is to inspire a disciplined rhythm of prayer and relational evangelism, transforming evangelistic efforts from sporadic outreach to a lifestyle.

The challenges we face are significant.

1. **Church Decline vs. Population Growth:** Despite a modest growth in Christian conversions and baptisms, overall church growth continues to lag behind population growth, especially fueled by immigration from non-Christian countries.
2. **Fragmentation of the Moral Center:** Social and cultural polarization threaten national cohesion and spiritual values, increasing crime, family breakdown, and societal tensions.
3. **Gen Z Opportunity:** This younger generation is unusually open to spiritual conversations and evangelism, with 77% expressing interest in learning about Christ. They prefer **relational, loving approaches to evangelism** rather than confrontational methods.
4. **Need for Spiritual Awakening:** A theological and deeply transformational awakening is necessary to realign the nation's moral and cultural compass, modeled after past Great Awakenings.

Campaign Strategy and Approach: A 50-Day Window

A **focused, 50-day mobilization** encourages each believer to pray deliberately and evangelize relationally during this defined period, making spiritual engagement concrete and measurable. The Operation Andrew-inspired **triplet prayer teams** mobilized believers to pray for ten people, care for five, and share their faith with three, aiming for at least one conversion each. The SALTY Guide is a workplace resource for creating a vocational prayer team. The Ambassador training is focused on providing a witness to community leaders and politicians, blessing them, building a bridge, and reminding them of a distinctively Christian constituency.

Prayer and Evangelism Connection

Prayer is not abstract but focused specifically on **harvest outcomes—people coming to Christ**.

Emphasizes love as the “bridge” for truth to travel, not removing biblical boundaries but highlighting God’s blessing as the first and last word to humanity. Prayer is mission-focused, including praying for neighbors, workplaces, and civic leaders through strategic efforts such as the **Ambassador Training** to build bridges of prayer and goodwill with authorities.

Mobilization Tactics

Combination of **on-the-ground prayer gatherings** (state-wide, county, and city levels) and robust **virtual/social media outreach were encouraged**. Partnerships with organizations like **Rooftop Ministries encourage public, prayer services that were designed to ‘see the city.’** In addition, the **Bless App** facilitates neighborhood prayer.

The monthly **SALTY prayer guides** assist workplace groups promoting spiritual engagement within daily environments. **Ambassador Ministry** trains believers to pray for and engage with civic leaders, strengthening the church’s presence in the public square.

Challenges

The ambitious goal of mobilizing 1 million to pray simultaneously during the 50-day window was not fully achieved; awareness and engagement grew more slowly than desired. We needed more robust **state and regional leadership training** and for that, we needed additional funding. The church’s **reluctance and fear to evangelize** remains a major obstacle, alongside generational differences in evangelism style preferences.

Prayer at the Heart is simple – One Million praying to see One Million conversions; Prayer at the Heart is complex – it requires fresh evangelism training, massive prayer mobilization, church participation recruitment; discipleship approaches that are relational, that resonate with Gen Zs. The volume and diversity of resources were offered without sufficient orientation. There was a tension between the strategy and tactics. Tacticians: Keep it simple. Tell us one thing we can do. Problem: There is not a single one silver bullet. We need a multi-faceted approach with a plethora of resources. That requires more training than we were able to provide last year.

Fundraising and influencer engagement continue to require growth and strategic focus.

Demographic Insights and Missional Implications

The growing population of **Unreached People Groups (UPGs)** inside the U.S. (21 million) and **non-Christian immigrants** (3.5–4 million in the past decade) represent the largest global unreached harvest field accessible without leaving the country. **City populations** concentrate over 50% of Americans in the largest 40 metropolitan areas, suggesting strategic focus for concentrated evangelistic and prayer efforts. Social research shows **only a small percentage of Christians actively share their faith regularly** (approx. 21-35%), with Pentecostals showing the highest engagement.

Evangelism must evolve from confrontational and propositional models to **relational, love-first approaches**, particularly for reaching Gen Z. The largest challenge: youth are **spiritually curious but theologically unformed**, requiring patient, loving dialogue rather than aggressive pitches.

Ministry Infrastructure and Key Resources

PATH's infrastructure comprises a **Board, Cabinet, State Representatives, and strategic partners**. Operations include the following key components. **Evangelism as Blessing** training emphasizes blessing as the entry point into evangelism. **Operation Andrew Prayer Triplets** mobilize believers relationally. **SALTY Groups** support marketplace prayer and witness. **Ambassador Ministry** to bridge church and civic leadership. **Bless App** for intentional neighborhood prayer. Strong digital footprint via social media, websites, and promotional videos. Partnerships with churches, denominational ministries, prayer networks, and media ministries. Fundraising tools like **Living Room Gatherings** help state leaders raise local support.

Communications and Marketing (Infinity Concepts)

Media strategy produced a fivefold return on marketing investment (\$1.3 million earned media value). Over 90 media interviews reached potential audiences of 200+ million. Social Amplification via Facebook, Instagram, TikTok, [Pray.com](https://pray.com), and partner email campaigns. Brand anthem video and short-form content boosted visibility and sign-ups. Future efforts call for stronger alignment in messaging, target audience refinement, and nurturing long-term participation beyond sign-up.

Financials and Fundraising

- **2027 budget projection: \$1.6 million**, with diversified revenue streams needed:
 - Sustainer partners (\$25 –99/month)
 - Million Soul Club donors (\$1,000+/year)
 - Leader Circle donors (\$5,000+)
 - Strategic partners (\$100,000+)

We need to engage large networks and our digital conversion strategies are crucial for sustainable funding. A recent partnership added access to 400,000 national ministry leaders. In addition, we have partnerships with fundraising platforms (TELPi, Promising People) support this infrastructure.

Conclusion

The Prayer at the Heart 2026 Campaign marks a pivotal step in a larger movement toward a **national spiritual awakening** grounded in prayer and relational evangelism. Despite initial challenges and a complex cultural landscape, the campaign laid crucial groundwork through strategic partnerships, diverse resources, and media outreach, setting the stage for scale-up in 2027 and beyond. The vision remains steadfast: a **Great Awakening measured not just in numbers, but in transformed disciples who reclaim the moral and spiritual center of the nation and accelerate the global completion of the Great Commission**.



www.PrayerAtTheHeart.org



PO Box 1245
Kannapolis, NC 28082



Email: info@prayerattheheart.org



Phone: 704.966.7284