

TBN

FEB 2025

NEWSLETTER



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SENDING THE HOPE AND GRACE OF JESUS TO THE WORLD

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broken marriage.



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Join us for a
picturesque
journey filled
with faith and
beautiful music.



06

Donate your extra
vehicle to TBN and
help us send the
good news of Jesus
to searching hearts.

Scan the QR code
to view content
represented in this
TBN update.



DIGITAL IMPACT

TOUCHING HEARTS AT THE POINT OF NEED

Dear Partner and Friend,

Laurie and I are beyond excited with the doors of opportunity that are opening before us here at TBN to minister the message of salvation, healing, and hope through Jesus to more hungry hearts than ever.

Among the most fruitful of those open doors are TBN's online viewing portals like YouTube, Facebook, Instagram, and others that are experiencing dramatic growth for us. To give you a picture of our reach on these platforms, here are just a few statistics from over the past year:

→ During 2024, TBN achieved over one billion touches across all our digital platforms.

→ Over 1.7 million hours of content were viewed on all TBN social media accounts (Facebook, Instagram, X, TikTok, etc.), and over 389 million people were reached.

→ On YouTube alone, 400 million people viewed over 60 million hours of TBN content.

Those amazing numbers confirm what we've been telling you over the past couple of years: the Internet has essentially become the largest cable system ever conceived, giving us the ability to instantaneously reach every person in the world who has a TV, smart phone, tablet, computer, or just about any other electronic device.

And while it is thrilling to be able to touch so many people with life-changing Christian programming and content, the truth is that each one of those individuals is someone deeply loved by God, with the need of salvation, healing, and hope — needs that can only be fulfilled through Christ Jesus.


The digital outreach strategy we are now pursuing through your valuable partnership here at TBN comes straight from the Gospel of Matthew, and Jesus' personal message to every person across the earth, with their hopes, dreams, fears, and uncertainty: "Come to Me, all you who labor and are heavy laden, and I will give you rest. Take My yoke upon you and learn from Me, for I am gentle and lowly in heart, and you will find rest for your souls" (Matthew 11:28-30).

Our research has shown that millions of online viewers are consuming Christian content using our TBN channels on all those platforms mentioned above. And what they are drawn to is short, compelling content that addresses in a compelling way the issues they face on a daily basis.

It is clear that as never before, individuals everywhere are experiencing anxiety and stress on many different fronts. From uncertainty about jobs, finances, and making ends meet, to issues about relationships, health, and concerns for the future, people are looking for direction, answers, and the assurance that there is hope and a way forward.

And that's where TBN — and you — come into the picture. Every day countless searching souls find themselves online looking for answers to personal needs like anxiety, depression, healing, financial problems, facing the future, how to hear God's voice, finding peace in the storms of life, and so many other queries. And TBN is there to provide the content they need, in the form of compelling, truth-filled and life-transforming clips from some of our best TBN teaching and ministry programs, *Praise* shows, specials, and more.

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Your partnership helps TBN use the power of the Internet to impact individuals at their point of need with life-changing truth from God's Word.

GAITHER GOSPEL HOUR

SATURDAYS @
8p & 11p ET

Each week Bill and Gloria Gaither, along with their *Homecoming* friends, come to you for an hour of Gospel music favorites and beloved sacred classics. Featuring award-winning artists like the Gaither Vocal Band, Mark Lowry, the Isaacs, Jeff and Sheri Easter, the Oak Ridge Boys, Alan Jackson, and many more, the *Gaither Gospel Hour* combines stories, interviews, and inspiring songs themed on our hope in Christ. Don't miss it!

GLOBAL IMPACT OF TBN

FEB 19 @ 8p & 11p ET

JOIN MATT AND LAURIE CROUCH for this fast-moving special taking a close-up look at the impact of TBN's powerful domestic and international networks as they broadcast the love of Jesus to a world in need 24 hours a day across the earth. Special guests include Joel Osteen, Greg Laurie, Rick Warren, Yair Pinto, and more, along with uplifting music, prayer, inspirational ministry, and fascinating updates from TBN networks around the world.

FEB 7

FIREPRO

BEGINNING @ 8p ET

Gather family and friends for this classic Christian big-screen movie about a decorated firefighter and his desperate mission to save his shattered marriage and become the husband, father, wife and family need.

TBN IS YOUR SOURCE

WATCH NOW ON TBN+

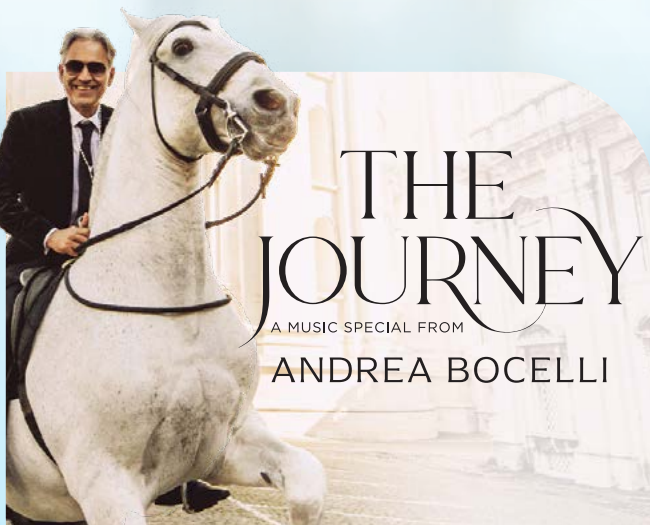


THURSDAYS @ 9:30p ET

TBN Israel's Yair Pinto, Mati Shoshani, and others bring you weekly updates and breaking news from the front lines of Israel's war against Hamas and the battle for the freedom and future of the Jewish people. If you love and pray for Israel, you won't want to miss a single installment of *Boots on the Ground*!



Join Bear Grylls as he retraces the footsteps of Jesus, immersing you in the untamed landscape of the Holy Land and an exploration of the story of the carpenter who changed the course of history. With his signature survival skills in full deployment, Bear dives into the life of the Refugee, Renegade, and Redeemer — Jesus of Nazareth. Enjoy all six episodes!



FEB 21 BEGINNING @ 8p ET

World-renowned tenor Andrea Bocelli takes you on a picturesque journey to experience uplifting musical performances and inspiring conversations across the magnificent Italian countryside.



FEB 14 BEGINNING @ 8p ET

It's a Valentine's special with the Gaither Vocal Band, followed by Matt and Laurie Crouch with author Gary Chapman to discuss his bestselling classic *The 5 Love Languages* and truths that have helped strengthen millions of marriages.

CE FOR FAITH-AND-FAMILY CONTENT ►►





The hurting individual searching for answers on depression will find a wealth of engaging content, including a compelling testimony from TBN's own Sheila Walsh about how God miraculously met her at her point of desperate need.



The person searching for God's heart on healing will find numerous TBN clips featuring experts like our good friend Joseph Prince, who offers sound biblical teaching on how to walk in healing and the health God promises to His children.



Is there an answer for the one who needs hope in the midst of a crisis? Absolutely, and those searching online for answers will receive powerful encouragement from TBN partners like T.D. Jakes, Max Lucado, and many more.

Dear friend, the simple truth is that the Internet, social media, and online digital platforms are the viewing destinations of choice for nearly every person on earth with a smart phone, tablet, or other electronic device. **And here at TBN, we are using this global resource to impact individuals at their point of need with life-changing truth from God's Word.**

But we can't do it alone. As we have for over fifty years, **TBN continues to look to the partnership of friends like you to fulfill the clear mission God has for this ministry: to win souls for Christ and cover the earth with the message of His love and mercy.**

Thank you for joining us with your prayer and support in these crucial days of harvest for God's Kingdom. Together we are covering the earth with the message of His hope and grace.

God bless you,

Matt and Laurie Crouch

DIGITAL IMPACT → JOIN THE MISSION!

Searching individuals around the world are finding healing and hope through the compelling content we provide every day on digital viewing platforms like YouTube, Facebook, Instagram, and more! But that impact for God's Kingdom doesn't happen without friends like you. Whether through a one-time gift or as a regular **TBN Ambassador monthly giver**, you're a crucial partner in this global broadcast outreach through your generous financial support.

Thank you for joining us with your tax-deductible gift today. God Bless You.



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VIEW THIS IMPORTANT MESSAGE AND DONATE NOW

3 WAYS TO GIVE:



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800.201.5200



ONLINE
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For more information about TBN, please go to tbn.org or write TBN at PO Box 316, Fort Worth, TX 76161-3160

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TBN25



DONATE A VEHICLE *and support the ministry of TBN!*

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Our donation process is quick and easy. And best of all, your tax-deductible gift will help us take God's love to more hearts and homes than ever.

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