



THE GOSPEL COALITION

# *Ancient Gospel, Future Church*

A Strategic and Urgent  
Vision for the Future

A man with glasses and a suit is speaking at a podium. He is gesturing with his right hand, pointing his index finger upwards. A microphone is mounted on the podium in front of him. In the background, there is a blurred screen showing colorful graphics.

*“We wanted to create something that would help pastors and church leaders remain faithful to the gospel, deeply rooted theologically, and missionally engaged in the world. That’s what The Gospel Coalition is about.”*

Tim Keller

# As The Gospel Coalition celebrates its 20th anniversary, we're at a strategic moment.

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What began as a vision of Tim Keller and Don Carson has grown into a global ministry with nearly 30 million annual website users, a council of 45 pastor-theologians, annual conferences with over 7,000 people, and regional and global chapters of TGC in 25 US cities and 18 countries.

TGC was founded at the dawn of the internet and social media age. 2025 is arguably at the dawn of another new technological era. AI stands ready to revolutionize the world, accelerating change and forging a future we can't even imagine. The daunting challenges we already face—cultural confusion about identity, distrust of institutions, disillusionment with “truth,” algorithm-fueled echo chambers and fragmentation—will only be exacerbated in this new technological frontier.

Yet for all that has changed and will change, the truth of the gospel remains the same. Whatever shape the future church takes—and whatever

challenges and crises she faces—the ancient gospel will always be her most crucial and life-giving anchor.

The best way the church can prepare for an uncertain future is to reinforce its grounding on the certain past: the finished work of Christ and his revealed truth in Scripture.

TGC wants to serve the church’s current needs while also preparing and strengthening the future church by shoring her up in the ancient gospel. In January of 2025, the TGC board selected Mark Vroegop, a pastor, author, and TGC Board Member as the next President. With a passion for the local church and a ministry deeply affected by TGC, Mark is charged with leading TGC into the next chapter—moving from a “founder” generation into the future.

But in order to do this, we need investors who share our conviction that the way forward is not *reinvention* but *recommitment*; not *redefinition* of the gospel but renewal in its unchanging truth and power.

To continue in our mission, and to adapt it to a rapidly changing world, we are seeking to raise \$14 million in strategic projects and operating revenue over the next three years. These funds are critical if we are to keep pace with technological change and be the resource the church needs today—and will need more than ever—in the next decade and beyond.

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**T**GC's mission—to *help renew and unify the contemporary church in the ancient gospel*—is more urgent than ever, for several reasons:

**Crisis of Truth (Epistemological and Theological).** Digital technology, combined with institutional skepticism and expressive individualism, has ushered in a “post-truth” era. Algorithmic “answers” are easier than ever to find but unifying consensus and trusted truth are harder than ever. For the church, the internet—and soon AI—presents challenges because people in pews turn to Google, distant “influencers,” and now AI chatbots as sources of truth, sometimes over/against their own pastors or leaders.

**Crisis of Humanity (Anthropological and Relational).** Confusion about what it means to be human—including our embodiment as male or female—was already a problem. The age of AI is about to make it worse. Defenses of human-to-human

relationships and embodied community will be more pressing as AI-companions become normalized and declining marriage and fertility rates create problems globally. Digital fragmentation will continue to erode established networks and accelerate tribalism, disunity, and loneliness.

**Crisis of Pragmatism (Ecclesiological and Technological).** Pragmatism—favoring “what works” over what’s wise—is a perennial temptation for the evangelical church. Our era of rapid technological development—the emerging AI revolution—will aggravate this problem. Pastors and church leaders will have to carefully consider how technology can enhance but not undermine the nature of the church, the pastoral calling, and mission. The pragmatic temptation also continues to tempt the church to compromise on challenging issues (e.g. marriage, sexuality, complementarianism) because “what works” in reaching the most people seems to require revisionism.

# The Opportunity

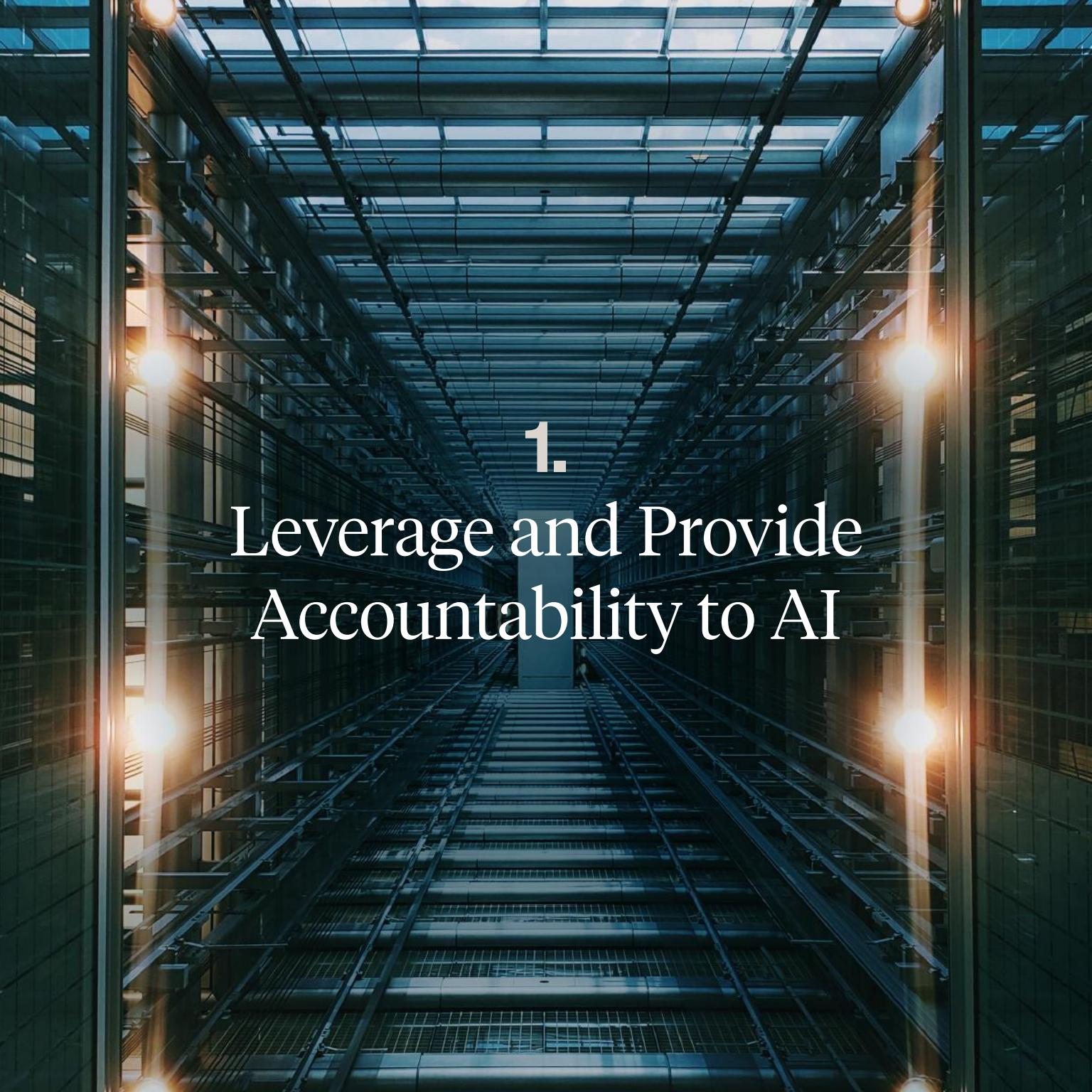
## Gospel Bearings for an Uncertain Future

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**A**s we look to the future, we believe the best way to prepare the church is not to reinvent the wheel but to help *renew* and *unify* the contemporary church in the ancient gospel. There's a lot we don't know about how the AI revolution and the crisis of truth will unfold, and how it will challenge the church. What we do know is God's Word stands forever (Isaiah 40:8).

The answers aren't new. But the innovative applications are. The message is timeless, but the medium is ever changing. To prepare the church for the future, we need to equip the church *leaders* of the future: purposefully engaging Gen Z and Gen Alpha Christians and providing them the ministry tools and gospel bearings they need to faithfully navigate an uncertain future.

**With your help, over the next three years we can accomplish the following four key initiatives...**

A photograph of a modern architectural structure, likely a data center or office building, featuring a glass facade and a complex steel frame. Sunlight streams through the windows, creating bright highlights and deep shadows. The perspective is looking down a long corridor or hallway within the building.

1.

Leverage and Provide  
Accountability to AI

The way people search for and find answers is about to be radically altered. Young people already go straight to AI for inquiries, bypassing Google and other search bars. Within the next few years, most people won't use their phones at all for search; they'll simply speak a question and an AI will speak back an answer. To respond to this fast moving and hugely consequential change, TGC will:

**Launch AI Christian Benchmark Project** through the Keller Center for Cultural Apologetics. Do we want our kids and grandkids getting heretical answers when they ask AI about the gospel, Jesus, and ethics? Currently there are no ministries providing accountability to AI platforms about what kind of answers their LLMs give to mission-critical questions. We will change this by undertaking research/testing and then publishing a report (accompanied by publicity campaign) that assesses the theological reliability of major publicly available LLMs.

<b>Funding Required</b>	<b>\$350,000</b>
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**Rebuild and Redesign TGC.org**, integrating AI-powered search and foregrounding theological resources for ministry leaders and pastors. This will include an AI content assistant capable of answering theological questions using TGC's trusted content. We want TGC to be a leader in leveraging AI to smartly synthesize our existing content to provide trustworthy answers to any question related to Christian life or ministry.

<b>Funding Required</b>	<b>\$500,000</b>
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A photograph of an office environment at night. Several people are working at a long table, illuminated by the light from their laptops. The scene is framed by a large, stylized white wavy line graphic that starts from the bottom left and curves upwards towards the top right.

2.

## Invest in a New Faith and Work Initiative

Among the areas of life likely to be most disrupted by the AI revolution are work and vocation, as well as micro and macroeconomics. We want to make sure the church is well equipped to disciple people in these critical areas at a time when new challenges and questions will arise. To do this, TGC will:

### **Launch New Faith and Work Podcast and Resources.**

These resources, for Christians will provide wise advice and Christian perspectives on questions related to work, personal finance, economics, and how this relates to the local church experience. It's TGC's "Thorns and Thistles" advice series reimaged as a podcast and with a particular focus on local church conversations.

<b>Funding Required</b>	<b>\$250,000</b>
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**Launch TGC Advisory Group** with 20-30 business leaders representing diverse industries and regions. These top Christian leaders model how to integrate Christian faith in a variety of secular vocations. We'll glean wisdom from them by convening this group quarterly for input and ideation. We'll incorporate members of this group into expert guests on TGC podcasts and faith/work breakout sessions / panel discussions at national conferences with a particular focus on integrating the Faith and Work conversation into the local church context.

<b>Funding Required</b>	<b>\$300,000</b>
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### 3. Reach and Equip Gen Z

Interest in Christianity and church is rising among young men and women across the Western world. As Gen Z rediscovers church or come to faith for the first time, we want TGC to be a resource that helps them grow toward maturity, becoming godly men and women, church leaders who carry forward the gospel-centered movement into the next generation. To do this, TGC will:

**Invest in More Robust Multimedia Teams.** TGC will continue to produce excellent content to resource Gen Z, but without savvy and effective presentation and marketing, it will be hard to reach them. The content landscape is noisy and glutted. In order to capture the next generation's attention, TGC needs to hire young talent who can help us up our game in video and marketing—particularly email marketing—as well as podcasts, YouTube video, and Instagram Reels.

Funding Required	\$300,000
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**Launch New Intergenerational Men's Podcast.** This men's podcast will match the quality and reach of our women's podcasts and feature 4-5 Christian men discussing a range of topics related to life, church, relationships, family, theology, ethics, and current trends. The regular "hosts" will include two younger men (20s or early 30s) and two older men (40s or 50s), modeling intergenerational discipleship and the impartation of wisdom from one generation of men to the next.

Funding Required	\$200,000
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A photograph of a group of men in a conference room. In the foreground, a man in a grey checkered suit jacket has his hand on the shoulder of a man in a red and black striped suit jacket. The man in the striped jacket is leaning forward with his head down. Other men are visible in the background, some looking down and others looking towards the front of the room. The setting is a professional conference or meeting.

## 4. Strengthen the Foundation

Organizations often lose their historical mission in the second and third generation. To prevent this “drift,” it’s critical to intentionally invest in the less apparent but important foundations of a ministry. This “internal renewal” will allow TGC to weather the storms of culture and adapt to the changing landscape without compromise or stagnation.

### **Deepen Strategic and Local Church Leader Connections.**

Strong relationships create the venue for robust dialogue about the most critical issues and a basis for encouragement in the loneliness of ministry. As an entirely online ministry, TGC council and staff face weekly challenges related to a lack of proximity. Investing in strategic gatherings, relationship development, and younger leader focus groups will create a powerful gospel-based network of relationships, along with funding for 25 regional chapters with incredible potential to connect and care for one another.

<b>Funding Required</b>	<b>\$300,000</b>
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**Broaden the Base of Support.** TGC is blessed with over 4,000 faithful donors who deeply believe in our mission. With a new season of ministry in front of us, there is both an opportunity and need to engage new donors, foundations, and organizations. Through strategic staffing, including hiring a VP of Development, and hosting donor events, we will be positioned for long-term sustainability and growth.

<b>Funding Required</b>	<b>\$525,000</b>
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# The Impact of Your Investment

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Your support is crucial in this pivotal moment.

By investing in TGC, you will help...

## *Assist*

current and future church leaders as they navigate the AI-accelerated crisis of truth with wisdom and fidelity

## *Foster*

unity and relational fellowship among gospel-centered Christians and churches, pushing back against trends toward isolation and fragmentation

## *Provide*

plausibility structures for the next generation of church leaders to choose biblical fidelity and spiritual health over pragmatism and instant-fix mindsets

## *Ensure*

TGC is able to keep up with best practices amidst rapid changes in the media landscape, so we can better reach Gen Z in the ways they access content

## *Build*

on TGC's first two decades of ministry by equipping a new generation of leaders committed to our shared mission to *renew and unify the contemporary church in the ancient gospel.*

We have a *bold vision* to propel TGC into the next season of ministry while building on our historical track record of *global impact*. This three-year effort (2026-2028) seeks to push forward with *urgency and innovation* while also remaining *committed to the foundation* of our ministry.

## THREE-YEAR PLAN AT A GLANCE

### New Strategic Initiatives (3-year totals)

Leverage and Provide Accountability to AI	\$850,000
Faith and Work 2.0 Initiative	\$550,000
Reach and Equip Gen Z	\$500,000
Strengthen the Foundation	\$825,000
<b>TOTAL</b>	<b>\$2,725,000</b>

### Sustaining Effective Ministry (3-year totals)

Content (articles, publications, podcasts, and resources)	\$3,600,000
Networks: Regional Chapters & International Partners	\$1,740,000
The Carson Center for Theological Renewal	\$765,000
The Conference Scholarship Fund	\$150,000
The Keller Center for Cultural Apologetics	\$1,245,000
Women's Initiatives & Resources	\$1,035,000
Administration & Operations	\$2,865,000
<b>TOTAL</b>	<b>\$11,400,000</b>

### TOTAL THREE-YEAR FUNDRAISING GOAL

**\$14,125,000**

**(\$4,708,333/Year)**



I Am the Bread of Life | John 6:22-59

TGCA

Our Lord can provide this God-sized goal any way he chooses, but history tells us that a successful effort will require commitments as represented in this table. With committed financial partners, we can embrace both the ancient gospel and the future church. Here's how:

Number of Gifts	Total Gift Amount	Yearly Commitment (3 yrs)	Total	Cumulative Total
1	\$1,000,000	\$333,000	\$1,000,000	\$1,000,000
3	\$500,000	\$166,667	\$1,500,000	\$2,500,000
6	\$250,000	\$83,334	\$1,500,000	\$4,000,000
8	\$150,000	\$50,000	\$1,200,000	\$5,200,000
12	\$100,000	\$33,334	\$1,200,000	\$6,400,000
20	\$50,000	\$16,667	\$1,000,000	\$7,400,000
30	\$25,000	\$8,334	\$750,000	\$8,150,000
50	\$10,000	\$3,333	\$500,000	\$8,650,000
Many	< \$10,000		\$5,475,000	\$14,125,000



The world is *changing*.  
The gospel is not.  
The church will *endure*.



Will you join The Gospel Coalition  
as we seek to strengthen and equip  
the church at the dawn of a new  
technological revolution?

With your help we can be a trusted  
and timely source of gospel-  
centered wisdom for generations  
to come, advocating for the church  
to remain faithful and focused  
amidst new challenges and old, and  
opportunities untold.

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*Join Us.*





# Ways to Give

Thank you for your support of The Gospel Coalition.  
We are happy to discuss any of your gift planning needs.

Please contact our Donor Ministries team at  
**1-844-448-3842 or [giving@thegospelcoalition.org](mailto:giving@thegospelcoalition.org).**

## Online

Payment types include credit or debit cards, ACH, PayPal or ApplePay  
[www.thegospelcoalition.org/donate](http://www.thegospelcoalition.org/donate)

## Checks

Make checks payable to The Gospel Coalition. Special designations should be noted on the check memo line.

### Checks can be mailed to:

The Gospel Coalition  
PO Box #1637  
Columbia, MO 65205

## Bank Wire Transfers

**Bank Name:** JPMorgan Chase Bank NA  
**Bank Address:** 270 Park Avenue, New York, NY 10017 USA  
**Bank Phone:** 1-800-935-9935  
**Account Number:** 750908741  
**Routing Number:** 071000013  
**Beneficiary Name:** The Gospel Coalition  
**Beneficiary Address:** 3703 Southland Dr. Columbia, MO 65201

## Stock and Security Transfers

**Brokerage Name:** J.P. Morgan  
**Brokerage Account Number:**  
42035596 DTC # 352  
(Agent ID: 64495, Institutional ID: 64495)  
**Brokerage Mailing Address:** 100 Crescent Court  
Suite 1300 Dallas, TX 75201-4775  
**Organization Contact:**  
Ryan LaPierre

## Gifts through Foundations, Donor Advised Funds (DAF) and Qualified Charitable Distributions from an Individual Retirement Account (IRA)

The ministry should be identified as:  
EIN# 01-0892431  
The Gospel Coalition  
3703 Southland Drive  
Columbia, MO 65201

## Endowment Gifts

Endowment funds are very important for the long-term financial strength and stability of TGC. A permanent or named endowment fund may be established with a minimum gift of \$10,000.

## Legacy Gifts

A legacy gift can include supporting TGC through your will, trust or beneficiary designation. Gifts through wills (bequests) will normally be placed in TGC's endowment fund as designated by the Board.

The ministry should be identified as:  
EIN# 01-0892431  
The Gospel Coalition  
3703 Southland Drive  
Columbia, MO 65201

## International Gifts

Donations made outside of the United States can be made through [TrustBridge Global](#).



[www.tgc.org](http://www.tgc.org)