



# amplify



Impact Report 2025

# AMPLIFY 2025 IMPACT

*Thousands Reached. Lives Transformed. The Name of Jesus Amplified.*

Thank you for sending out the Gospel through Amplify — the largest free annual evangelistic outreach and training event in the U.S.

Because of your incredible generosity, Amplify reached thousands with the Gospel in August 2025.

Evangelist Nick Hall shared the Good News on both nights of the festival, and music artists Maverick City Music, Lecrae, Matthew West, Switchfoot, Charity Gayle, and more led powerful times of worship.

Amplify 2025 was a powerful weekend filled with the Word of God, worship, evangelism training, breakout sessions, and community. We are praising God for the thousands of lives that were impacted with the Gospel and all of those that were connected to local churches to continue growing in their faith!

## GOSPEL REACH

**45,000+** Gospel reach

**1,226** Gospel responses

## ENGAGEMENT

**22,000+** trained

**37** states

**789** cities

**200+** churches

**303** attended breakout sessions

**700+** servant leaders

**60+** events hosted through Amplify 365

## PARTNERSHIP

**\$1,000,000+** raised in support of Amplify Festival and Amplify 365

*\*includes sales*

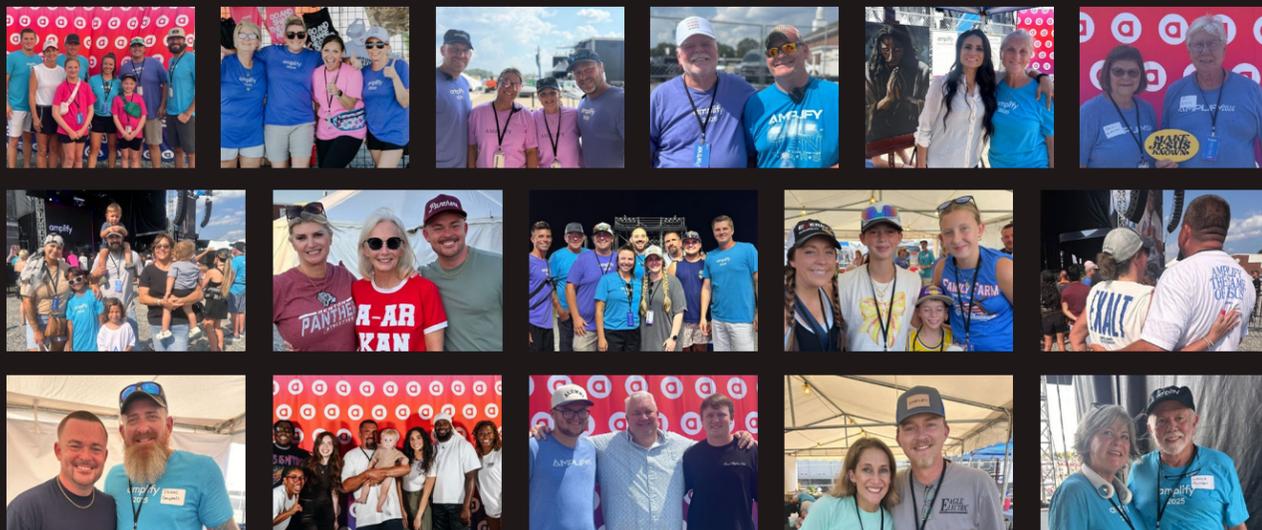
The mission of Amplify is to unite believers and unbelievers under the banner of Jesus, using impactful music, training, and dynamic speakers as a powerful tool for sharing the Gospel.

**“GLORIFY THE LORD WITH ME; LET US EXALT HIS NAME TOGETHER.”**

**– PSALM 34:3**



## Your generosity made it possible to amplify the name of Jesus to thousands!



Amplify would not happen without your generous giving and faithful commitment to Jesus. Thank you for your prayers and support that made it possible for countless lives to be reached and transformed by the hope of Jesus. We praise God for you!

*"I continue to thank God for what He is doing through Amplify and the partnership with Pulse Evangelism. One of the biggest reasons is to get to see the vision of Amplify 365 come to life. For years the desire has been for Amplify to not just be a two-day event, but a year-round evangelistic effort throughout Arkansas and beyond. In 2024, we expanded our reach and shared the Good News of the Gospel in record numbers. As Amplify 365 continues to gain momentum, 2025 is shaping up to be another record year. Thank you to those who served with their time, talent, and resources to make Amplify possible. All glory to God!" - Pastor Josh Turner, Co-Founder, Amplify*

*"Amplify 2025 was nothing short of extraordinary—a record-breaking year, all to the glory of our Heavenly Father. We are deeply humbled to share that, through the faithful support of our volunteers, generous donors, and the unwavering commitment of the Pulse Evangelism team, the Gospel was carried to every single county in Arkansas. Because of your prayers, participation, and belief in this mission, Amplify has become the largest free Christian music festival in the United States. We are in awe of what God has done—and expectant for what He will do next. Thank you for showing up, standing with us, and boldly proclaiming the name of Jesus. Together, as one body in Christ, we are making Him known." - Judge Matt Brumley, Co-Founder, Amplify*

*"It was an unbelievably moving experience to be surrounded by thousands of believers worshiping Jesus together and to see so many people connect with the Gospel in a profound way. We are grateful for all of the partners who share our vision for growing the Kingdom of God through this festival and I'm excited to see the far-reaching impact that Amplify has as attendees bring the Gospel back to their communities." - Nick Hall, Evangelist, Founder & President of Pulse Evangelism*

## IMPACT STORIES



"I'm out here driving Uber, single dad, grindin' every day to keep things together. The other day, I picked up a woman from the airport: her flight was delayed 7 hours, her rental car didn't show, and her bags were lost. But she jumps into my car full of joy, just beaming—and talking about something called Amplify. She asked if I'd heard of it. I said yeah... but honestly, my heart was messier than I let on.

Not too long ago, my girl left me, saying I'm "not a Godly man." Then my friend calls—he's hyped: "Bro, come hear Lecrae!" I'm thinking, "God... You tryna talk to me?"

That stranger in my car prayed over me, my family, my girl. Then she's like, "You should come meet Lecrae." Next thing I know, I'm backstage. We pray together. And I rededicate my life to Christ.

I don't know what's next for me and my girl. But this—that's clear: me and Jesus! We're ALL IN. I'm gonna be the man God made me to be. I'm gonna exalt His name." -Shaun, Arkansas

"Pulse 100 has been one of the greatest blessings in my son's life. The transformation in his maturity, boldness for Christ, and love for others has been remarkable. I wholeheartedly recommend Pulse 100 to all young people seeking to deepen their faith and impact their generation. Hosting over 100 Pulse alumni in our home was an unforgettable experience that filled our hearts with joy and hope for the future. I encourage everyone to get involved—serve, pray, teach, and invest in the next generation to help Make Jesus Known." -David, Arkansas

"I'm four years clean and sober. I found Jesus in prison, but back then I didn't get it—didn't understand just how good God really is. Working my tail off at Amplify is no joke—it's long days and hard work—but when somebody walks up and asks me about my sobriety, and I get to pray with them... man, that's life-changing. I hope I give them what someone once gave me: Jesus and His hope. Being at Amplify reminds me every time—God healed me. He's using my busted, broken story to help other people find freedom. Thank you for letting me be part of this." -James, Arkansas

"We've been around a long time, and what Pulse Evangelism is doing is truly special. Three years ago, we attended Amplify to learn more about Pulse. Now, in our third year of serving, we've seen thousands of young people worship the Lord with such sincerity—it gives us hope.

We're committed to serving and giving so Amplify stays free and more people can know Jesus. We also want to help build a Home for the Evangelist. Investing in the next generation matters, and we're grateful to Nick Hall and his team for leading with love. We're all in for Jesus." -Elaine, Florida

"My friend invited me to Amplify, and I heard Lecrae for the first time. He was a game changer. I was jumpin', singin', vibin'—but it was all about Jesus, and I didn't feel all that pressure to fit into the world's garbage.

Big shoutout to the crew that put Amplify together. Y'all legit changed my life. And to my new friends—you're the real ones who are gonna help me level up in my faith.

Oh, and guess what? I'm gettin' baptized next week! I've straight-up rededicated my life to Christ because of this." -Jamal, Tennessee

# AMPLIFY 365

Amplify is more than a one-time event—it's a year-round Gospel movement saturating Arkansas with the hope of Jesus. Every single day, we are committed to making a lasting impact through strategic partnerships and evangelism. In collaboration with local churches and leaders—including a partner church in **every county**—we're equipping communities through **Amplify Youth Nights, Community Leader Gatherings, Make Jesus Known Trainings**, and the **Pulse 100 training program**. Together, we're raising up a bold generation to share their faith and Make Jesus Known.



## AMPLIFY YOUTH NIGHTS

Through Amplify Youth Nights, young people are empowered to grow in community, while being encouraged through family-friendly fun, music, and inspiring messages.



## COMMUNITY LEADER GATHERINGS

Amplify Community Leader Gatherings provide a complimentary meal and a time to connect, pray, and learn more about how leaders in the community can be a part of Amplify.



## MAKE JESUS KNOWN TRAINING

Pulse Evangelism's Make Jesus Known Training is a four-part video and training series designed to help believers make evangelism a lifestyle. Most recently, the training has expanded to include TikTok-style short videos created by young evangelists from the Pulse 100 program. Available in English, Spanish, and Russian, this resource is equipping believers and spreading the Gospel across the globe.



Leading up to Amplify, Make Jesus Known Trainings were held in counties across Arkansas and also offered as a breakout session during the festival. These trainings gave attendees the opportunity to deepen their faith, grow in their understanding of the Gospel, and be equipped to confidently share the hope of Jesus with others—multiplying the impact of the Gospel across Arkansas and beyond.



# PULSE 100

Pulse 100 is Pulse Evangelism's 10-month-long young evangelist training program. Each year, 100 young men and women from all over America are selected to be a part of this program. Upon graduation, these young evangelists are sent back to their communities equipped to share Jesus.

## YOUNG EVANGELISTS FROM ARKANSAS



Three young leaders from Saline County completed the 2024–2025 Pulse 100 cohort! We're already seeing the impact of their training as they boldly live out their calling and share the hope of Jesus in their communities. Read more about their experience below!

"Pulse 100 changed my life for the better and skyrocketed my faith and passion for evangelism!"

**-Amya Smith**

"Pulse 100 prepared me to be more bold at work and tell coworkers about my faith. I plan on being a teacher, so that's a whole other ministry itself. Pulse 100 is the most wonderful and fruitful experience of my life."

**-Tyler Arp**

"Pulse 100 played a huge role in equipping me for the role that God has for me in the body of Christ. Since Pulse 100, we've started an evangelist team at our church where we will be training others to evangelize and will be leading and organizing outreach opportunities in the surrounding areas."

**-David Dunn**

## WHAT'S NEXT

### RBN REBROADCAST

A 30-minute rebroadcast of Amplify via the Russian Broadcast Network is scheduled for October, which is expected to reach millions.

### FOX NATION SERIES

Amplify will be featured in a Fox Nation series premiering in 2026.

### AMPLIFY 2026

We are excited that Amplify will be back in 2026 in Saline County, Arkansas. Join us in prayer for thousands to once again attend from across America and be transformed by the Gospel!

**Partner with us today for Amplify 2026 through your giving and prayers!**



Join us for  
**amplify 2026**

Saline County, Arkansas

# Join the Movement.

To support Amplify, contact Leah Miles,  
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