



DESIRING GOD ACTIVITY & GROWTH

2025



“ Computers do words better than you and better than me. Computers do words. They don't feel anything.

The universe was created to have people who feel.

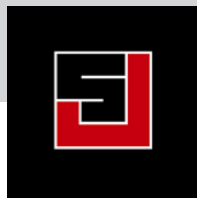
The universe exists to have people in God's image who feel the worth and glory of grace — and then everything in their life takes on a totally non-AI meaning of action and praise.

JOHN PIPER, APRIL 2025



PRODUCT HIGHLIGHTS

We create a steady stream of accessible, Bible-saturated resources aimed at daily Godwardness. Our teaching seeks to explain, illustrate, and apply big-God theology to all of life in a new generation.



Solid Joys

A short, God-centered devotional for every day of the year

Most Popular Episode:
How to Defy Sinful Desire



Look at the Book

Learn to know God through a detailed visual study of the Bible

Most Popular Episode:
'I Do Not Permit a Woman to Teach'
1 Timothy 2:11–15, Part 1



Messages

Forty years of sermons, with dozens more added each year

Most Popular Episode:
Why Did God Choose You? The Goal and Ground of His Election



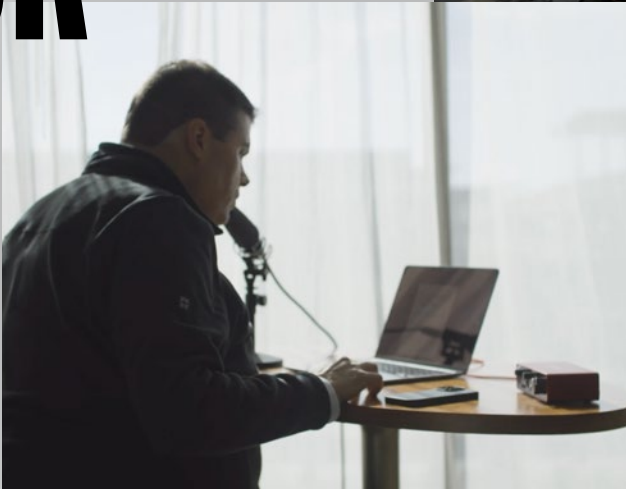
Light + Truth

Classic sermons to help you see Christ clearly and treasure him truly

Most Popular Series:
How to Kill Sin



ASK PASTOR JOHN



MOST POPULAR EPISODES

- + **Guard Your Mind from Trash**
Episode 2161
- + **When Your Best Years
Are Behind You**
Episode 2155
- + **The High Price of Watching Nudity**
Episode 2178
- + **How Do I Know If the Holy Spirit
Is in Me?**
Episode 1456
- + **What Jordan Peterson Gets Wrong
About Happiness**
Episode 2137

PODCAST STATS | SINCE DAY ONE

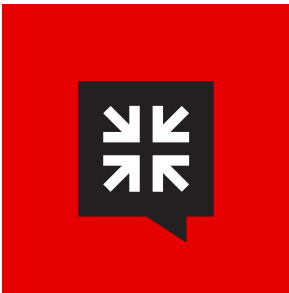
ALL-TIME
PLAYS **311 MILLION**

28 LANGUAGE
TRANSLATIONS

WITH ONE MORE TRANSLATION IN PROGRESS

2,198+ EPISODES

1,700+ TRANSLATED EPISODES



What Makes a True Friend?

EPISODE 2065

“ Earnest counsel, sweet camaraderie, faithful wounds, brotherly closeness, constancy in the worst of times, all of this is in the service of knowing and trusting and enjoying and obeying the greatness of God. If a friend began to take us away from devotion to God, he would by definition pass from being a friend to being an enemy.



ARTICLES

Our daily articles bring together a chorus of like-minded voices on a myriad of issues and needs, championing Christian Hedonistic theology and applying it to all of life.

TOP ARTICLES OF 2025

- +

Go Get Her: To Men Delaying Marriage

Greg Morse
- +

When Weakness Overwhelms Us

Joni Eareckson Tada
- +

Life Will Not Get Easier

Stephen Witmer
- +

A Christian Vision for Exercise: Ten Lessons from a Ten-Year Project

David Mathis
- +

Be Still and Wonder: Two Habits for Hurried Souls

Scott Hubbard
- +

When Anxiety Clouds Reality

Marshall Segal
- +

The Sound of Respect: How a Wife Honors Her Husband

Tanner Kay Swanson
- +

‘Oh How I Love Your Law’: My Tribute to John MacArthur

John Piper

FEATURED SERIES:

DESIRING GOD IN THE DARK

Jesus promised fullness of joy — but what about when the nights are long, the pain won’t lift, and the silence feels unending? We created an 8-part series on why Christians are “sorrowful, yet always rejoicing.”





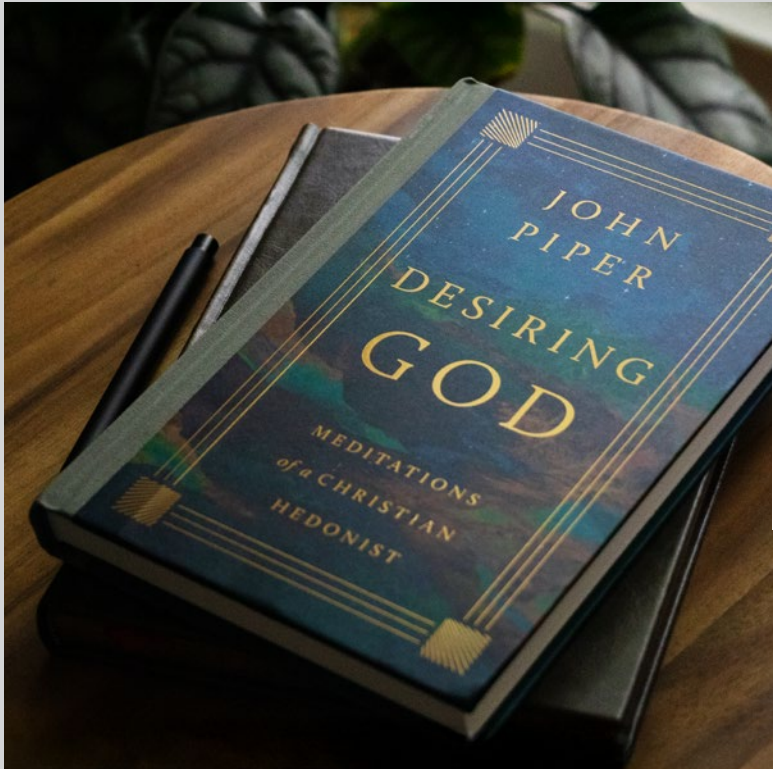
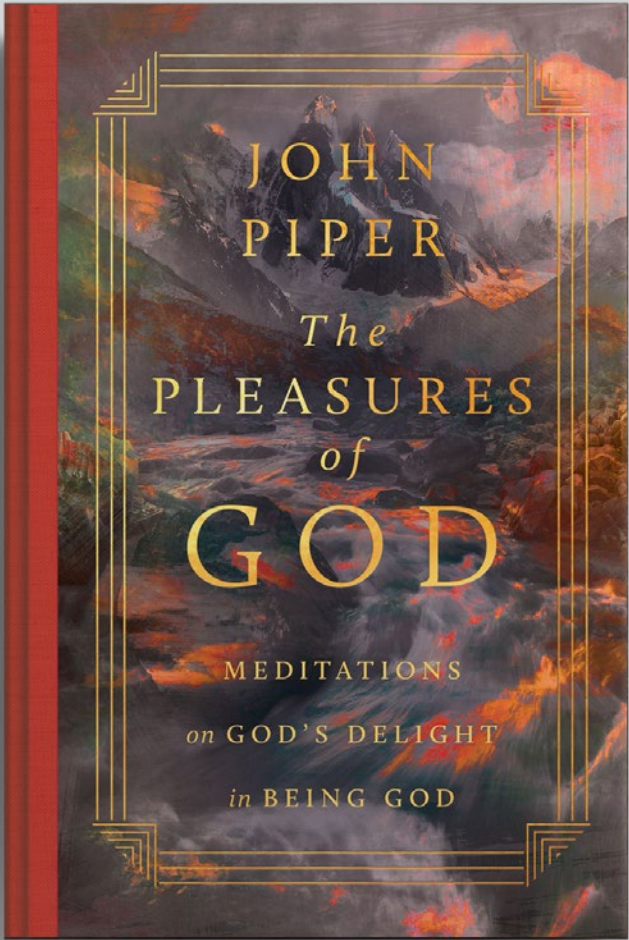
NEW BOOKS

NEW EDITION

The Pleasures of God

What the church and world need today, more than anything else, is to know and love — behold and embrace — the great, glorious, sovereign, happy God of the Bible. So what makes God happy? We’re releasing a new legacy edition of the beloved classic by John Piper.

RELEASE 2026.03

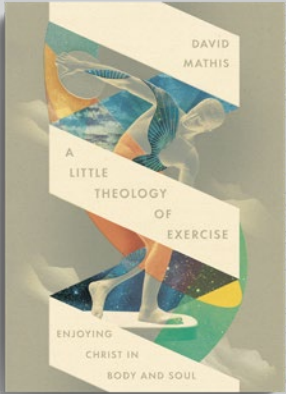


RELEASED

Desiring God

In the book that started it all for our ministry, John Piper addresses profound questions about the purpose of life and the human pursuit of pleasure.

RELEASED 2025.09



RELEASED

A Little Theology of Exercise

This new book explores how stewarding our bodies can serve the soul, honor God, and bless others. David Mathis, one of our senior teachers, combines biblical substance with practical guidance in just 100 pages.

RELEASED 2025.07



GLOBAL



We aim to be a part of God’s global redemption as he gathers worshipers from all the peoples of the world through the gospel of Jesus Christ.

We will lift up our eyes beyond local pressures and pleasures and look toward the less reached places and peoples of the world. We focus our resources and efforts toward strategic partners in less resourced places and languages, who labor with us to translate and spread this teaching where they live and serve.

KEY GLOBAL NUMBERS ALL-TIME

926
BOOK TRANSLATIONS

GLOBAL
PARTNERS
80 | 52
LANGUAGES



NEXT GENERATION VISION

Our vision is to aggressively spread great joy in a big God to the next generation. While we're as committed as ever to the message and values at the heart of our ministry, a lot has changed in the world around us. Old strategies won't work like they once did.

01

UPGRADE TECHNOLOGY



We want to reach the next generation with the same treasury, but in new ways. We aim to upgrade our library of 17,000+ trusted, biblical resources to a personalized, AI-powered experience that guides people toward deeper growth and greater joy.

02

EXPAND DISTRIBUTION



This next-generation technology will be supported and spread by an emerging network of like-minded pastors, translators, chaplains, and campus leaders. Going forward, we aim to be both digitally aggressive and unusually human.



DESIRING GOD: 30 + YOU

When the apostle writes to his friends, he thanks God with persistent and overflowing joy “because of your partnership in the gospel from the first day until now” (Philippians 1:5). So, on behalf of our team of Christian Hedonists, we thank God regularly, and with great joy, for all who would join us in this precious work.





BUDGET & IMPACT

FISCAL YEAR 2026 BUDGET

\$10.7 million

God gave us nearly 100 million views and listens across our resources — *Ask Pastor John*, *Look at the Book*, *Solid Joys*, *Light + Truth*, daily articles. This year we also crested 1 million subscribers on YouTube. We’re a strategically small team — just 30 people — so that we’re able to pour our budget into reaching millions each year.



TOTAL REACH

50m
WEBSITE

22m
YOUTUBE

13m
PODCASTS

11m
MOBILE APPS

294k
EMAIL SUBSCRIBERS

5m
SOCIAL MEDIA



CURRENT INITIATIVES

As we prepare for our next year of ministry, would you pray that God would provide for our annual budget and these three current initiatives? These opportunities are above and beyond our ongoing ministry operations and activity.

1 AI-Powered Platform

We want to shift our website from a one-size-fits-all archive to a more personalized, AI-powered experience. We will design and deploy a new platform, built on industry-standard frameworks, that guides users through our treasury across devices. We aim to put the right resource in front of the right person at the right time, always aiming to lead users further into joy in Christ.

2 Video Studio Build-Out

The rising generation lives on video feeds. The text-heavy digital strategies of yesterday won't reach them in the same way today. We plan to invest in more video-first resources as both front doors and pathways into our treasury of biblical teaching. By converting an adjacent suite into a flexible studio and creative workspace, we can create high-quality, cost-efficient video that more effectively reaches the next generation.

3 Campus Partnership

We know that the most effective way to reach the next generation is to partner with leaders who are already on the ground discipling students. Therefore, we aim to launch a network of like-minded campus ministry leaders, convening them for camaraderie and training, resourcing them with our God-centered books and digital content, and encouraging them in their frontline work. We will also build out digital pathways for students to regularly access Desiring God resources, grow in their joy in Christ, and be sent out as ambassadors for his glory.



THE COST OF FREE

While we work to expand our human networks and upgrade our technology, we remain resolved to spread our teaching far and wide, to young and old, pastors and students, free of charge. But there's a cost of free.

We look to God to provide the money we need. In all of this, we want your heart more than your treasure. Jesus says, "Where your treasure is, there your heart will be also." If your heart is with us, would you consider participating in one of these three ways?

FINANCIAL TRANSPARENCY



WAYS TO PARTICIPATE

01 CONTRIBUTE

If you have enjoyed free access, and want to offset the cost of free, consider a one-time gift.

02 INCREASE

If you would like to expand free access to more people, consider a larger gift (e.g., sale proceeds, bonus, inheritance, IRA).

03 INVEST

If God has moved you to invest more in this vision, contact investor@desiringGod.org to learn more about our Next Generation operations.

[DESIRINGGOD.ORG/GIVE](https://desiringgod.org/give)