

Aglow 2026 US Conference Messaging

Theme:

Lift the Standard

For the King of Glory

Key Scripture:

Isaiah 59:19 (NKJV)

“So shall they fear the name of the Lord from the west, and His glory from the rising of the sun; When the enemy comes in like a flood, The Spirit of the Lord will lift up a standard against him.”

This scripture keeps the conference posture clear: *we respond, but God initiates; we stand, but the Spirit raises the banner.*

Core Messaging Statement

In a time of shaking and uncertainty, God is calling His ecclesia to stand with confidence and lift high the standard of His Kingdom. As the Spirit of the Lord raises His banner against the darkness, we move forward in faith, authority, and hope—preparing the way for the King of Glory and advancing His purposes in the earth.

Short Public-Facing Description

Lift the Standard is a prophetic call to God’s people in a critical hour—to stand in Kingdom authority, raise the banner of His truth and glory, and move forward with confidence as the Spirit of the Lord advances His purposes in the earth.

Promotional Messaging:

1. Facebook/Instagram ads (multiple variations)
2. Short video hooks (5–15 sec)
3. Landing page options

FACEBOOK / INSTAGRAM AD VARIATIONS

Plan on rotating ads for maximum impact

Ad Set 1: Core Theme (Broad Audience)

Primary Text:

Now is the time.

In a pivotal hour for our nation, believers are being called to rise, stand firm, and lift the standard.

Join us in Washington, DC for a strategic gathering unlike any other.

Headline:

Lift the Standard

Description:

September 3–5 | Washington, DC

CTA Button:

Register Now

Ad Set 2: Scripture-Driven

Primary Text:

“When the enemy comes in like a flood, the Spirit of the Lord raises a standard.”

This is a Spirit-led response to this hour.

Join us as believers from across the nation gather in Washington, DC.

Headline:

This Is the Moment

Description:

Don't miss this moment

CTA:

Learn More

Ad Set 3: Identity Targeting

Primary Text:

For leaders.
For intercessors.
For watchmen.

If you feel the weight of this hour, this gathering is for you.

Come ready to be activated.

Headline:

Stand Up. Step In.

Description:

Join us in Washington, DC

CTA:

Register Now

Ad Set 4: Urgency + Activation

Primary Text:

Truth still stands.
And now is the time to take your place.

Unite with believers from across the nation for a defining moment.

Headline:

Don't Miss This Moment

Description:

Lift the Standard

CTA:

Secure Your Place

Ad Set 5: Clear + Informational

Primary Text:

Join believers from across the nation for Aglow's 2026 U.S. National Conference.

A strategic gathering in a pivotal hour—designed to equip, strengthen, and activate you.

Headline:

Lift the Standard

Description:

Washington, DC | September 3–5

CTA:

Register Now

SHORT VIDEO HOOKS (5–15 SECONDS)**Hook 1 (Bold + Fast)****Text/Voiceover:**

Now is the time.
Lift the Standard.

Hook 2 (Scripture Impact)**Text/Voiceover:**

When the enemy comes in like a flood...
God raises a standard.

Hook 3 (Identity Call)**Text/Voiceover:**

Leaders. Intercessors. Watchmen.
This moment is calling you.

Hook 4 (Urgency)**Text/Voiceover:**

Don't miss this moment.
Join us in DC

Hook 5 (National Focus)

Text/Voiceover:

Our Nation's Capital.
A pivotal hour.
A unified voice.

Hook 6 (Activation)

Text/Voiceover:

Come ready.
Be activated.
Lift the Standard.

LANDING PAGE OPTIONS

Option 1 (Bold + Clean)

Headline:

Lift the Standard

Subhead:

A strategic gathering in a pivotal hour

Support Line:

Join believers from across the nation in Washington, DC

CTA Button:

Register Now

Option 2 (More Urgency)

Headline:

Now Is the Time

Subhead:

This is your moment to stand

Support Line:

A Spirit-led response to this hour

CTA:

Secure Your Place

Option 3 (Scripture-Led)

Headline:

Lift the Standard

Subhead:

“When the enemy comes in like a flood, the Spirit of the Lord raises a standard.”

Support Line:

September 3–5 | Washington, DC

CTA:

Join Us

Option 4 (Identity-Focused)

Headline:

Stand Up. Step In.

Subhead:

For leaders, intercessors, and watchmen

Support Line:

Come ready to be activated

CTA:

Register Now