

SalvationPoem™
P R O J E C T



We craft stories to
share Jesus Christ
with the world.

It started with a song.

"The most important thing in my life is knowing who God is. If God is who He says He is, it's the most important thing we could ever know. I want to present Christ to the world in a way that's simple and very memorable and hopefully speaks to the heart."
-Matt McPherson, Founder

In 1970, our founder, Matt McPherson, gave his heart to Jesus. His life was forever changed and he wanted nothing more than for others to join him on the journey.

"Give me an idea that will help change the world."

Matt asked God what he could do to share the Gospel. He knew it had to be simple and easy to understand. As he prayed, God gave him an assignment: write a sinner's prayer, in the form of a poem, and put it to music.

Matt immediately picked up his guitar and began to play. He and his wife, Sherry, were inspired to create the Salvation Poem, a 6-line song that has led hundreds of thousands to faith in Jesus Christ.

The Salvation Poem has been translated into 91 different languages and has reached over 1 billion people around the world. It's the foundation of our entire ministry, and the inspiration for the stories He is telling in hearts worldwide.





Beautiful art that tells His story.

*"For how great is God's
goodness and how
great is His beauty!"
Zechariah 9:17*

The Salvation Poem Project is an independent, non-profit creative studio that crafts stories to share Jesus Christ with the world. We're a team of imperfect artists, programmers and designers who are obsessed with Jesus—using our imperfect efforts to bring His perfection into a world in desperate need of His grace.

Our goal is simple: to bring beautiful, approachable, and high-quality resources to ministries across the globe so that all may know the restorative love of Christ. We believe His strength is made perfect in our weakness. And He's given us an amazing story to tell.

Everything we create is beautifully simple, Gospel-centered and easily understood. We're Jesus obsessed, kingdom minded, playfully creative, and committed to the truth.

"The Salvation Poem Project started with a desire to introduce the Gospel in a simple, beautiful format, to tell the truest story of Jesus to millions of people around the world. We use that lens to explore how we can tell other facets of what's beautiful about Jesus through many art forms—film, interactive media, multi-media discipleship programs, and more."

—Brennan McPherson, President and CEO

The Salvation Poem

The Gospel in a simple song

"My 13-year-old has the poem memorized and was able to use it to communicate the Gospel and lead kids in prayer."

—Lisa K.

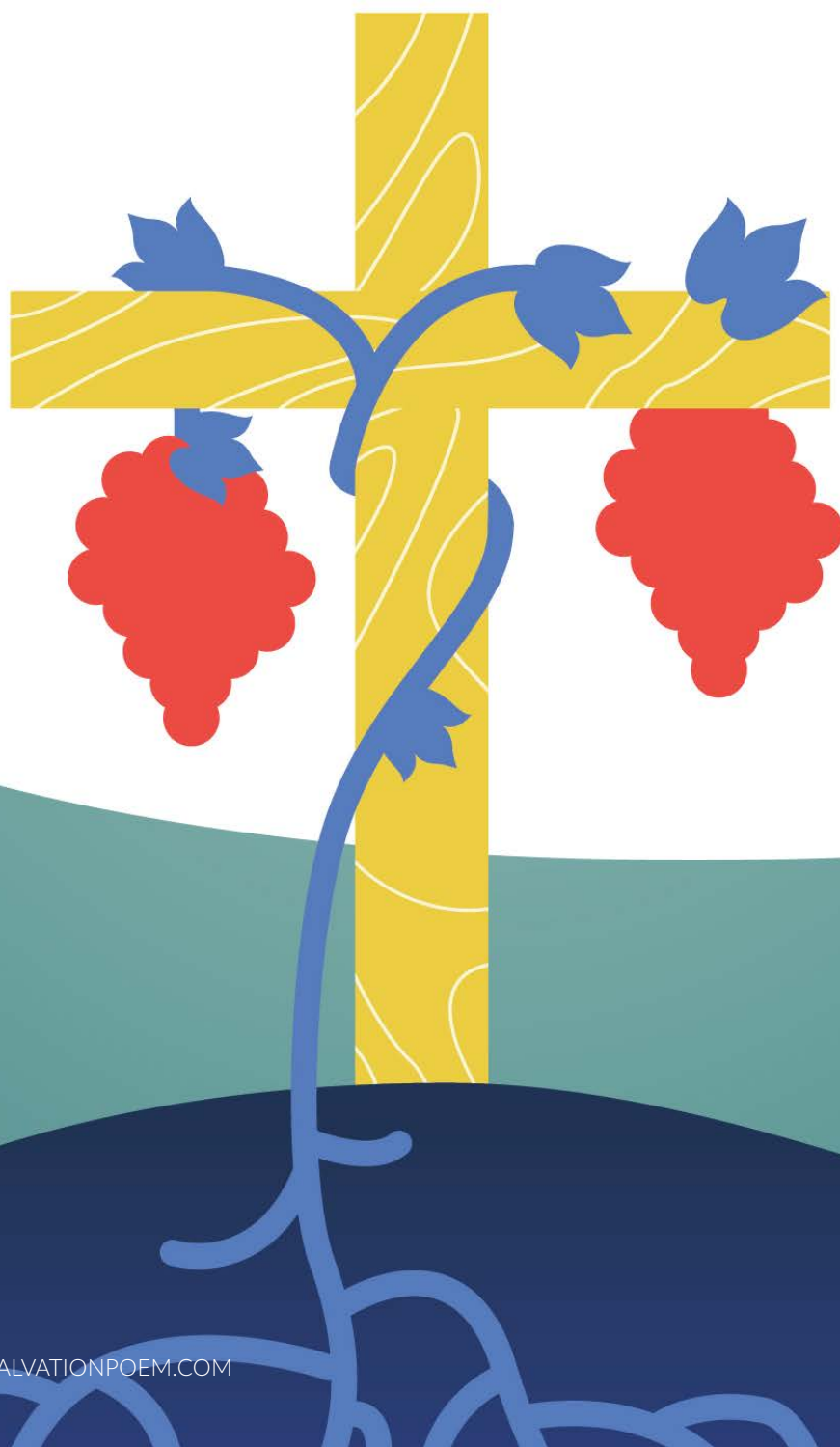
The Salvation Poem is the heart and soul of our ministry. It shares the Good News in a simple, effective, and memorable way—opening doors, eyes and hearts to Jesus Christ. Ministries, missionaries and individuals of all generations have used the song to communicate the hope of Jesus with those who need it most. You'll hear it at the end of a best-loved children's program called SuperBook, whispered from the back rows of crowded conferences and proclaimed joyfully by those whose lives have been forever changed by God's truth.

Today, the Salvation Poem has been translated into 91 languages worldwide. Our goal is to expand our impact to 140 languages over the next five years.



Scan here to
[listen](#) to the song

Jesus, You died upon a cross
And rose again to save the lost
Forgive me now of all my sin
Come be my Savior, Lord, and Friend
Change my life and make it new
And help me, Lord, to live for You



New Believer Course

Discipleship for growing Christians

*"Instead, speaking the truth
in love, we will grow to
become in every aspect the
mature body of him who is
the head, that is, Christ."
Ephesians 4:15*

Meeting Jesus changes everything. What happens next?

[New Believer Course](#) was created in response to a critical need: helping first-time followers not only understand the Gospel, but the commitment they made. This heartfelt animated video series makes the building blocks of the Christian faith accessible and relatable to all. It's grounded in beautiful art and universal metaphors that evoke new believers' desire for a relationship with God—regardless of who they are, where they live or what language they speak. With practical lessons, new Christians can learn to trust Jesus, explore His relentless love, and grow in spiritual maturity.

Four new courses on church, prayer, Scripture, and discipleship are currently in development.

Light of the World

A feature-length film on the life of Jesus

*"Now is the time for a critical ministry tool like **Light of the World** that can help change the trajectory of an entire generation."*

—Josh Newell, Executive Director of Jesus Film

Can you imagine meeting Jesus in real life? What if you could hear His story from the perspective of someone who knew Him best?

Light of the World is a beautifully hand-drawn, 2-D animated film about the life of Jesus seen through the eyes of his beloved young friend, John. From the beginning of Jesus' ministry through His crucifixion and resurrection, this revolutionary movie powerfully illustrates how Jesus changed the world forever...and continues to do so today.

This stunning visual story was created in a simple, timeless style that amplifies the Gospel's reach by being relatable and accessible for all. There's hope. There's humor. And there's an invitation to know Jesus. With world-class art and help from some of today's top animators, this film sets a new standard for quality, faith-based representation in the entertainment industry. We want every viewer to see themselves in this story and draw closer to the One who knows their name.

Light of the World debuts September 5, 2025 with international releases planned in over 25 countries, and multiple languages.





Let the games begin.

An interactive Gospel gaming experience

*"If you want to reach
people no one else is
reaching, you might have
to do something no one
else is doing."*

Mark Batterson,
Chase the Lion

Did you know that video games are the fastest-growing and second most powerful mission field in the entire world? Experts and trend-setters predict online gaming audiences will reach 1.3 billion by 2025. We have an incredible opportunity to reach this unique market with high-quality, faith-based content that will rival even the most popular secular products.

Clayfire is a hand-drawn, multi-platform video game inspired by the Gospel. *Clayfire* invites players into an immersive fantasy world to encounter saving grace and to bring light back to those lost in darkness—all while inspiring them to live their real lives for Jesus. Through compelling parables and expert animation, *Clayfire* invites players of all ages to explore a whole new world and ultimately change theirs.

[*Clayfire*](#) is scheduled to debut in late 2026.

Let's share the story of Jesus.

"He put a new song in my mouth, a hymn of praise to our God. Many will see and fear the LORD and put their trust in him."
Psalm 40:3


The story of Jesus is compelling and life-changing. We believe the way we share it should be, too.

Salvation Poem Project provides free tools and content to help support your ministry—whether you're wanting to help new believers grow in their faith or share the Gospel with those who have never heard the Good News.

We look forward to connecting and talking about how we can work together to share His story with the world.

Contact
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“He has made everything
beautiful in its time.”
Ecclesiastes 3:11



SalvationPoem™
PROJECT

salvationpoem.com