

How the Southwest Believers' Convention Became the Most Powerful Free Faith Event In America

Her name is Lindsey Eryn. She writes about faith and design on Substack. Growing up in the Word of Faith movement, she went to the Southwest Believers' Convention last summer, really expecting nothing.

Lindsey had been to Fort Worth before. She knew the drill.

What she didn't expect was ending up at the altar, on national television, sobbing with her sisters while a pastor and TV broadcaster named Keith Moore spoke about something from the pulpit she'd been mourning for months.

"That summer, I was drowning—in depression, in grief, in pain that felt too loud even to name," she wrote afterward. "At the end, he gave an altar call for those battling grief. Not just depression or general sadness. *Grief*. My mom nudged my sisters and me. We were all still battling the grief of losing my dad. We held hands and walked to the front."

Lindsey hadn't known she needed healing. She had thought that the altar call at Southwest Believers' Convention was for someone else.

It wasn't.

SWBC Is Not What You May Think

This six-day faith event at the Fort Worth Convention Center has happened for 45 consecutive years—through a pandemic, through cultural upheaval—and has never charged attendees a

dollar.

Free admission. No catch. Registration required at

This year marks the 46th annual SWBC, which runs **July 27 through Aug. 1**, and is called *The Homecoming*. After more than 55 years of global ministry travel, Kenneth Copeland Ministries has followed a mandate from the Lord to bring the work home—a shift that redirected the ministry's trajectory.

The Numbers (and What They Can't Express)

Last summer, the Southwest Believers' Convention drew nearly 18,000 registered attendees from all 50 states and 54 countries, including 871 pastors—eclipsing pre-COVID attendance. The economic impact of Kenneth Copeland Ministries on Fort Worth topped \$8.8 million.

But here's what a spreadsheet can't measure: Dozens were baptized. Hundreds made first-time decisions for Christ. Thousands walked out reporting physical, emotional, financial and relational healing.

Nick Nance played college football and sustained injuries that led to CTE diagnoses—the kind that reframe your future. He attended SWBC 2023. He left healed. An 8-year-old who joined the street evangelism team in 2024 led more than 100 people to Christ in a single week.

The Fort Worth Convention Center has hosted thousands of events. Not many end with people walking out differently than they walked in. That's why SWBC is considered a faith event.

Who's Actually Showing Up In the

Room

The generation arriving at SWBC now grew up alongside deconstruction culture, ambient anxiety, and a well-earned wariness of institutions that overpromise. They're not looking for polish or performance. They're looking for what Lindsey Eryn found – something that meets them where they are, no performance required.

Six days of morning and evening services move through identity in Christ, faith under pressure, healing, purpose and spiritual authority. The corporate prayer sessions have become what longtime attendees point to as the least explainable and yet most significant part of the week. One phrase keeps surfacing from people leaving Fort Worth: *"I didn't know how empty I was until I got full."*

SWBC is built for families, too. The 14forty program runs parallel services for teenagers ages 13 to 18, while Superkid Academy serves younger children—one of the few large-scale faith events that allows all family members to receive a unique experience.

What the Livestream Can't Replicate

SWBC broadcasts live on Victory Channel, YouTube and social media, and hundreds of thousands watch from their homes around the world. But people who make the trip say the same thing: There's something different about being in the room.

Something about being present among thousands, sustained in unified belief. Something about worship ceasing to be something you observe and becoming something you experience.

Hebrews 10:25, *AMP* has been quoted from these stages for 45 years: *"Not forsaking our meeting together...but encouraging one another; and all the more...as you see the day [of Christ's return] approaching"*. In an era when real community is harder

to find and easier to fake, that verse lands differently than it used to.

The Room Is Open

What: 46th Annual Southwest Believers' Convention

When: July 27-Aug. 1, 2026

Where: Fort Worth Convention Center, Fort Worth, Texas

Cost: Free

Register: or 817-566-7777

Advance registration helps. Families registering children for Superkid Academy must complete a separate registration and sign a parental waiver.

Lindsey Eryn walked in last summer, hoping for a touch from God, but thinking the altar call would be for someone else. She got more than she expected, leaving Fort Worth better than she could have imagined.

That's been the pattern for 45 years. People arrive with few expectations—or none—and leave with something they didn't know they needed.

The building is a convention center. What happens inside it is something else entirely.

Register free today at

Kenneth Copeland Ministries *has served believers worldwide for nearly 60 years. The Southwest Believers' Convention is open to all. Although registration is required, admission is always free.*