



INTRODUCTION



Doug Marsh



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Good Communication is Promise Keeping

by Doug Marsh, *National Director*

God is leading us on a journey “to influence more boys and young men than ever and to do so more effectively than ever.” Thank you for coming to LEAD2011 – National Conference, and more importantly, thank you for being men and women of faith to undertake this journey with such commitment and confidence.

Four years ago, I stood before you and promised we would pursue three overarching goals: 1) become a learning organization, prepared to be agile and willing to adapt as circumstances in our ministry environment require so we can always remain influential and effective; 2) become a boy-led, adult-facilitated ministry that would encourage boys to take ownership of their Ranger experience and develop as Spirit empowered servant leaders; and 3) become a broad ministry of interest to all boys by maintaining our advancement system focused on outdoor activities while also expanding it to include sports, trades, technology, arts, ministry, and more.

What our efforts these past years have accomplished is to intentionally move Royal Rangers from being a ministry program to being a highly flexible, simple, and very effective ministry platform, enabling churches to mentor future men in a manner consistent with their vision and environment.

This transition has not always been easy. Along with General Superintendent George Wood and Assistant General Superintendent Alton Garrison, we salute your resolve to follow through and indeed to place Royal Rangers in a position where our next 50 years have the potential to eclipse our first 50 years!



Lloyd Marsh
Father



David North
Ranger leader, USA



Doug Ayres
Ranger leader, USA



Marceal Apaza
Ranger leader, Bolivia



A Word Picture of Our Future



Our work is not yet complete! While we rejoice in what has been accomplished, we have two major undertakings yet to achieve. First, we must complete the inward look at ourselves with the assessments we started last year. (Please finish these by the end of summer 2011.) This is extremely important in light of the second undertaking before us—to effectively communicate so church leaders take a fresh look at Royal Rangers “again for the first time.”

For communication to be effective, our words and deeds must match. This year we are privileged to welcome Richard Reising, author of *Church Marketing 101*, who will share how to do this well. You will also be inspired as we see what can happen if we bring our behaviors into alignment with our forthcoming national communications and marketing plan. Let’s think of marketing as “keeping promises,” that is, doing what we say we will do, leading in a manner consistent with our commitments to our ministry recipients, and making sure our words and deeds are one and the same.

Let’s resolve to be excellent communicators, always eliminating gaps between what we promise and what we deliver. Doing so will build trust and shape a proper perception of Royal Rangers in the minds of every church leader in our nation. How to accomplish this is the focus of LEAD2011. It starts with a commitment to act, lead, and communicate with one voice (i.e., to march in unison to the beat of the same drum). Let’s bring everyone into alignment with the forthcoming national marketing and communications strategy so church leaders all across the nation are inspired to mentor future men. ✈

Royal Rangers will be the premier, most sought after church ministry for the next generation of men in America—period!

We will be affordable and practical so that every family and church can participate.

As we grow, we will remain quick and responsive to learn and adapt to our changing society.

Men will be eager to be trained to mentor young men in Christ-like manhood; young men will be empowered to assume leadership of Royal Rangers, making it a boy-led, adult-facilitated ministry.

Personal and spiritual growth will be fun, hands-on, and experiential; friendship will charge our ministry atmosphere.

We will reach every boy and young man by creative methods; every Ranger will be eager to serve a God-given cause greater than self.

Anyone would be proud to be associated with Royal Rangers!



George Davis
Missionary



John Vazquez
Ranger leader, USA



Eugene Hunt
Missionary



Richard Mariott
Former National Commander

Everyone needs a mentor.