

December 15, 2011

Dear State Leaders,

Greetings from Birmingham, Alabama, and national WMU®. We are praying that each of you have the very best of Christmas seasons and that your new year bring great joy to your personal and professional life. I hope you travel safe during your time off and that you are able to enjoy great time of rest and fun with your family and friends.

Over the last few months, I've kept you updated about the RA®/Challengers® transition taking place between NAMB and WMU. In today's email, I'll try to give you the latest information that I have on hand.

First of all, as we continue the transition of RAs and Challengers to national WMU, we have begun conversations with LifeWay's Specialty Imprints about the Royal Ambassadors® products currently available (just like products WMU has available for Mission Friends®, GA®, Acteens® through Specialty Imprints). In our recent conversations, we have discovered that, while most of the existing products are selling well, a few products have become dated and have not sold well for the past few years. As a result of our dialog, Specialty Imprints has recommended that the slower selling products be deleted and that Specialty Imprints create exciting new products to enhance the RA experience for boys and their leaders. As we move forward with these discussions, Specialty Imprints is offering these deleted products to you at a substantial discount. I have attached an excel spreadsheet showing the deleted products and the discounted price you can purchase them for. Let me encourage you to order items you need and to also communicate this information to leaders in your state, associations, and churches. All items can be ordered by calling 1-800-443-8032. I'm sure these items will go quickly and once they are gone, they will no longer be available for purchase. WMU and Specialty Imprints remain committed to producing the best identity/promotional items for Royal Ambassadors.

Secondly, on February 18, 2012, WMU is sponsoring the 5th annual Children's Ministry Day™. Are you familiar with this exciting event? Over the years, over 150,000 children and leaders have taken part in this opportunity for children to move out of their churches and into their communities to *do* missions. Children's Ministry Day (CMD) is an excellent way for boys and girls to learn about hands-on missions and to put into practice what they've been learning about in missions education. For more information about CMD, visit www.wmu.com/cmd.

Thirdly, how are your RAs and Challengers participating in the Lottie Moon Christmas Offering® this year? We'd love to see pictures of RAs and Challengers participating in the offering, promoting the offering in churches, etc. If your leaders will, have them post these pictures at www.facebook.com/royalambassador or www.facebook.com/challengersthegreatadventure. Or, if they aren't on Facebook, you can have them email them to me at RA@wmu.org.

Fourth, in the months ahead, as we move toward publishing *RA World* and *RA Leader* we need good, high resolution photos of RAs groups, especially as they are out doing ministry. Help us get the word out to leaders in your churches and associations. These photos will help others see what the churches in your state are doing and may even inspire others to get more involved in missions. If you have questions about what types or quality of photographs can be used, please let me know. You can email me at either sheartsill@wmu.org or RA@wmu.org.

Fifth, for years, RA magazines have shared jokes and drawings from RAs. That tradition will continue in the magazine published by WMU. A few drawings have already come in and will appear in our first issue in September 2012. But, I would love to have hundreds more in my file to use! Can you help get the word out? We are looking for good, boy-friendly jokes and drawings produced by the boys. Jokes and scanned drawings can be sent to RA@wmu.org or to me at: Royal Ambassadors, 100 Missionary Ridge, Birmingham, AL 35242-5235.

Please know that the staff at national WMU is praying for you as you prepare for the weeks ahead. Just as church staffs are scrambling with busy schedules, we know your schedule is equally busy. We are praying for God's strength to be yours in the days ahead.

We hope and pray that each of you will have a Merry Christmas and a Happy New Year! As we can serve you, please don't hesitate to let me know.

Feel free to share this email with your state, associational, and church leaders! Good communication is essential to the success of this transition.

I look forward to hearing from you soon.

In His Name,

Steve

M. Steve Heartsill, DMin.

Managing Editor

Royal Ambassadors/Challengers

National WMU

(205) 995-4808

www.wmu.com/children

Change a Life. Change the World.

Find us on www.Facebook.com/RoyalAmbassador

or www.Facebook.com/ChallengersTheGreatAdventure.

Missions resources are available at www.wmustore.com.

Item ID	Item Description	AVAILABLE	SALE PRICE
005080085.	CHALLENGER 3 X 5 FLAG	100	\$5.00
005007695.	CHALLENGER ASH POLO SHIRT 2XL	12	\$2.00
005007686.	CHALLENGER KHAKI BALL CAP	29	\$1.00
005331630.	CHALLENGER T-SHIRT ADULT 2XL	30	\$2.00
005331650.	CHALLENGER T-SHIRT ADULT 3XL	20	\$2.00
005331590.	CHALLENGER T-SHIRT ADULT LARGE	40	\$2.00
005331570.	CHALLENGER T-SHIRT ADULT MEDIUM	40	\$2.00
005331550.	CHALLENGER T-SHIRT ADULT SMALL	40	\$2.00
005331610.	CHALLENGER T-SHIRT ADULT XL	39	\$2.00
005259255.	RA FLASHLIGHT	41	\$1.75
005009813.	RA GRAY PREMIUM T-SHIRT ADULT 2XL	20	\$3.50
005009814.	RA GRAY PREMIUM T-SHIRT ADULT 3XL	31	\$3.50
005009811.	RA GRAY PREMIUM T-SHIRT ADULT LARGE	42	\$3.50
005009810.	RA GRAY PREMIUM T-SHIRT ADULT MED	35	\$3.50
005009812.	RA GRAY PREMIUM T-SHIRT ADULT XL	57	\$3.50
005009809.	RA GRAY PREMIUM T-SHIRT CHILD LARGE	61	\$3.50
005009808.	RA GRAY PREMIUM T-SHIRT CHILD MED	54	\$3.50
005009766.	RA GRAY PREMIUM T-SHIRT CHILD SMALL	35	\$3.50
001256203.	RA KNIFE - NEW	177	\$3.95
001256204.	RA LEADER KNIFE - NEW	22	\$2.95
005259248.	RA SPORTSBOTTLE	94	\$4.00
005260409.	RA STICKER	536	\$0.05