

Report of the Executive Director  
Lutheran Men in Mission Assembly  
July 20-21  
Minneapolis Marriott City Center  
Minneapolis, MN

## **Thanks**

I begin my report with thanks:

- To God who sustains this ministry and gives it growth
- To our staff, Discipling Consultant Kevin Burke (full time), Emerging Ministries Consultant Kyle Pedersen (part time) and Director for Development Dale Netnin for the fine work that has been done since we last met in Assembly.
- To my family. As many of you know, my wife Doris and I have dealt with breast cancer. We appreciate all the support we have received from so many. In spite of the battle we have had, Doris has continued to joyfully sacrifice for this ministry.
- To board president Rich White, the Executive Committee and the LMM board. I appreciate Rich's wise council and partnership in this ministry. The LMM board and development council are comprised of men who give sacrificially of their talents and time and are the first to step forward in prayer and financial support.
- There is not a day that goes by that I that I don't remember and give thanks for the men who had the dream and started this great work over 28 years ago.

*For every man to be a bold and daring follower of Jesus Christ.*

Our vision statement guides every decision the board and I make with this ministry. Your partnership as leaders is critical to making this vision happen!

After over twenty-eight years in existence, the last eight as a separately incorporated ministry, the ministry of Lutheran Men in Mission continues grow and be in transition.

The last three years have been exciting, challenging and, at times, scary and wearying. We are in a growing process. While we continue to define our relationship to the ELCA and other Lutheran and non-Lutheran church bodies we are fulfilling our mission to continue to develop ministries with and for men.

We are living and serving in a time of great change in our culture and the church. With church membership declining and women outnumbering men by as much as 2 to 1 in many of our congregations our target includes those who are sitting in the pew- but also far beyond.

While preparing this report I was listening to Pat Morley speaking at our 2011 Gathering. He said, "if you're doing men's ministry like you were 10 years ago, you are hopelessly out of date. If you are still doing men's ministry like you were 25 years ago, you are an antique- set aside and not to be touched."

Our mission is *By God's grace, to intentionally disciple men by personally modeling the character of Jesus by living and leading a lifestyle intended to help transform them from the current consumer culture into a culture of naturally loving and serving our neighbors.* We are changing ministry to meet men today.

To that end, we contribute to the whole ministry with men through the church (all churches/denominations) by doing some things that few, if any, are doing:

- The *Master Builders Bible for Men* is now in the hands of over 60,000 men across the country- and the world. With the Leader's Guide and thousands of study questions, it continues to be our most valuable resource. Just after the last Assembly we invested \$130,000 to make 7,500 more. We have 5,600 to sell/distribute. Every man who attends a One Year to Live retreat receives a *Master Builders Bible for Men*.
- *One Year to Live: In all my experience with men's ministry in the Lutheran church or beyond, I have never seen anything that changes men's lives as much as our One Year to Live retreat and follow-up.* Over 1,100 men have now had this life altering encounter with Jesus Christ. I am excited that we will be honoring Lyman Coleman, the man behind the *Master Builders Bible for Men* and *One Year to Live* at our Friday evening banquet. We owe him a great deal.
- *ManTalk Playing Cards:* Whether you play cards or not, this resource pushes the envelope and helps men to laugh and start conversations that build relationships.
- The A-team/Project XII- Men's ministry is too big for just us. After the last assembly, we called together 25 of the most creative, out of the box thinkers and doers of men's ministry we knew of in our church – and others. Project XII is the first initiative of this group representing two Lutheran expressions and four other denominations. 75% of the work of this group is to curate the good, useful resources for men's personal growth and men's ministry and 25% of the work is to create You will be hearing much more about Project XII, but in the mean time I invite you to check out [projecttwelve.org](http://projecttwelve.org). I believe what we are doing with the others in this group is the future of men's ministry.

Nine years ago, we realized the dream of more that twenty years. We began to stand on our own financially and we separately incorporated. Of course, we saw only partially the “perfect storm” that lay ahead of us with the poor economy and the strife that has torn the church.

But God has been faithful! By focusing on our vision, we have maintained good relations with individuals and congregations even though they may have left the ELCA.

We are grateful that through service level agreements we are able to use the resources of the ELCA Information Technology, Office of the Treasurer, Human Resources and Office of the Secretary for our contributions, bookkeeping, personnel and data bases and event planning. Thankful as we are, we look forward to the day we are strong enough to do most of this on our own.

We are still in the process, as our resolution to incorporate stated, of “building a structure of incorporation that would allow for optimal ministry to men in congregations and communities that surround them.”

God continues to provide for Lutheran Men in Mission, but God supplies LMM through those that believe in our ministry. I am not ashamed to say as leaders, I expect us all to be the first to “step up” as we are able when it comes to support.

We have a tremendous challenge before us. We have about 1-2 million men to reach in our denomination alone – not to mention those outside of the church. To do this we will need more involvement and more commitment of every kind from many more men.

At times, this seems impossible. But, with God all things are possible. And God uses those who are available to accomplish the impossible! I’m available, and I hope you are too. Brothers, the next three years will be the most exciting ones ever for LMM as more men grow in their relationship to Jesus Christ.

Finally, thank you for the time, gifts and talent you bring to this ministry. In the next three years, we look to strengthen our ministry as never before as we realize our vision *for everyman to be a bold and daring followers Jesus Christ!*

Doug Haugen  
Executive Director