



Design Rangers' 2025 service offerings



Camps

Transform how your organization discovers and shares its story through structured, strategic sessions that balance purpose with play.

Why Camps?

Every organization has powerful stories to tell—they just need help bringing them into focus. Our Camps create dedicated space for teams to explore, learn, and grow together through structured experiences that make the complex simple.

The Camp experience

- Strategic sessions (2-4 hours) that energize and align teams
- Clear activities that simplify complex challenges
- Tangible outcomes you can act on immediately
- Achievement pins that mark key milestone moments
- Detailed documentation of discoveries and insights





Types of Camps

Core strategic sessions with consistent pricing and timeframes. These Camps help you lean into who you are and how to communicate it. Perfect for kicking off a new project or re-igniting your team's passion for what they do.

Discover your voice

- **Camp Counseling:** Uncover your organization's DNA and most powerful stories
- **Personality Camp:** Embrace your authentic brand traits
- **Voice & Tone Camp:** Develop communication that resonates with your audiences

Clarify your message

- **Key Messaging Camp:** Transform complex ideas into human-centered communication
- **Structure Camp:** Organize your services and programs to resonate with the people who need them most
- **Rally Points Camp:** Create clear themes that guide decisions and actions

Align your team

- **Alignment Camp:** Get everyone moving in the same direction while celebrating individual strengths and perspectives

Project-focused Camps

Connect with your audience

- **User Journey Camp:** Map how people find and engage with your organization
- **UX Camp:** Create intuitive experiences that put humans first





- **Story Session:** Identify and craft stories that build emotional connections

Build your future

- **Visual Exploration:** Translate your message into compelling design elements
- **Campaign Camp:** Create clear pathways for targeted marketing initiatives

Custom Camps

Tailored sessions based on your organization's unique challenges

- Collaborative Camps design to address specific needs
- Flexible formats and timeframes
- Integration with existing initiatives

Rent-a-Ranger

Strategic guidance when you need it

- Dedicated consulting blocks for specific challenges
- Review sessions and brainstorming
- Expert navigation through complex decisions
- Focus on specific audiences or initiatives





Dedicated Ranger Relationships

For organizations ready to go deeper, we offer ongoing strategic guidance with a dedicated Ranger who knows your terrain and helps keep you moving toward true north.

Why a dedicated Ranger matters

Some journeys are better with a trusted guide by your side. Having a dedicated Ranger means having someone who understands your mission and helps you stay on track.

What's included

Your dedicated Ranger relationship provides:

- Priority access to strategic sessions
- Regular guidance for putting insights into action
- Direct access to your Ranger team
- Connections to trusted implementation partners
- Strategic navigation through complex decisions

Ongoing support

- Quarterly strategic sessions
- Regular check-ins based on your schedule
- Implementation guidance
- Campaign development support
- Integration with your team





Additional options

- Brand ambassadorship – hire us to directly represent your brand at key events or connect directly with your audiences (*Limited spots are available to ensure each organization gets the attention it deserves.*)

The Design Rangers' difference

Our approach

- Focus on authentic storytelling
- Strategic foundations before tactical execution
- Joy in the journey
- Human-centered solutions
- Proven success with organizations that give a damn

Our promise

We transform how organizations discover and share their stories by:

- Making the complex simple
- Guiding, not prescribing
- Creating lasting change
- Building genuine connections
- Becoming stewards of your brand

Thank you for your trust in us. Here's to the ongoing journey!

“I’m always willing to accept change, just as long as it isn’t change for the sake of change. If that change will result in a better way of doing things, then I’m all for it” — James Van Fleet

