



This illustration very simply and clearly points to how Trail Life USA is different than other ministries in a way that helps new families grasp the heart of what the mission of Trail Life USA is. Feel free to use this as a template that's adaptable to your specific Troop.

Setup

Here's what the person responsible for setting up / providing refreshments will need to prepare for this illustration:

- **Carrot Cake** (sliced, cupcakes, homemade, or store bought - it doesn't matter, but be sure to have enough for the crowd that's anticipated. You might even have other refreshments available, but this should be the centerpiece)
- **Carrots** (baby carrots, full-sized carrots, etc)
- **Tableware** (plates, napkins, forks, etc)

As new families arrive to make sure to point out the refreshments table; it is critical that this offering is made available ***before*** the event begins.

Script/Talking Points

I'm certain that most everyone here tonight is at least somewhat familiar with the Trail Life USA program. I wanted to take a moment to tell you *why* Trail Life USA exists and what our approach to ministry is.

Trail Life USA is a kingdom-building ministry - our goal is to raise up godly fathers, sons, and citizens. The Gospel is at the center of what we are and everything we do, much like many other ministries you'll find in the Christian church.

But there is a distinction.

When you arrived here tonight, hopefully, someone pointed you towards our refreshments table and asked you to help yourself. There was an assortment of items to choose from, including one that's not like the others: carrots.

By a show of hands, how many of you sampled something from the table?

How many of you tried the carrot cake?

How many tried the carrots? (*the response should be less than for carrot cake*)

How many of your *boys* tried the carrots rather than the carrot cake?

The official dessert of Trail Life USA is the carrot cake, and it's because that's how we approach our ministry.

So many of our ministries are heavy on the carrots, we forget to offer the other ingredients to help people understand and desire the Word. How many ministry minutes can we capture if we start with a child and carry them throughout their life? If we give them cake, we give them little bits of truth with every bite. The carrots will always be sweet and desired with cake. They will stay around longer to have more cake. Whole carrots are not as appealing as cake. Pass out the carrot cake - they are getting the Truth. And at some point, there may come a time when a person, child or adult, wants the whole cake - and that is worth celebrating.

Modified from different sources, credits to Laura Burton, Woody Youngs, Charles Anderson, Trepina Bedell, and Dave Abernathy.