1. Preparation
   - Contact the unit leader and confirm the date, time, place, and contact point for the recruitment night.
   - Contact the school well in advance to schedule the presentation.
   - Confirm the presentation with a letter or phone call.
   - Create a promotional flier.
   - Practice your presentation.
   - Secure any necessary props.

2. Gathering time
   - Dress in full uniform. Look like a Cub Scout leader.
   - Arrive 30 minutes early to ensure the school is ready for you and/or reassure them that you are ready.
   - Prepare fliers to distribute to teachers.
   - Avoid topics that are sensitive issues with the school.

3. Types of presentations
   - All-boy assembly for 1st through 4th graders. Keep it between 12 and 15 minutes. Be sure that you can be heard.
   - Room to room. This type of presentation requires a condensed three- to five-minute talk for each classroom.
   - Lunch time. Many schools will not let you take education time away from the boys, but if you ask to talk to the boys at lunch you may meet less resistance.

4. How to make the presentation
   - At first be stern, disciplined, and well-mannered.
   - Then gradually become cheerful, enthusiastic, and silly.
   - Remember that you are talking to little children not adults.
   - Keep it short.
   - Try to get the boys to participate in your presentation.

5. The presentation
   - Ask school moderators not to introduce you, as you will take care of that. Merely have them quiet the group down and introduce you as someone who has something important to say.
   - Ask if anyone knows what type of uniform you are wearing. You should get a variety of responses: police officer, park ranger, soldier, Boy Scout.
   - Introduce yourself and tell them you are indeed a Cub Scout leader and that you are there to talk to them about becoming a Cub Scout.
Ask them if anyone knows the kinds of things that Cub Scouts do, and call on someone with a raised hand. Spend some time describing the things that they identify that are a part of the program, but deny the things that are not. For example: “Who can tell me what kinds of things they think Cub Scouts do?” Call on someone with a raised hand. “They make stuff.” “Yes, they do make stuff. When you make stuff that’s called a craft, and Cub Scouts do lots of crafts. Who can tell me the one craft that every Cub Scout gets to do each year? I’ll give you a hint; it has wheels.” Call on a hand. “They make racing cars!” “Yes, that’s right; they make pinewood derby race cars (Prop: pinewood block of wood). They take an ordinary block of wood like this. And with their imagination, some basic wood tools, paint, decals, and help from their mom or dad, they turn that block of wood into the world’s fastest pinewood derby car and race it down a track that’s from here to that wall. (Show them.) Who thinks they would like to try and build one of these? (Prop: completed car) What other things do you think that Cub Scouts do?” Call on someone with a raised hand.

Cub Scouts
– Earn badges
– Go camping, swimming, fishing
– Shoot BB guns, tell stories around campfires, participate in sports
– Perform service projects, such as food drives, clothing drives, trash clean-ups, etc.
– Make crafts—pinewood derby, space derby, rain gutter regatta, holiday gifts, toys
– Explore nature, take hikes to see wild life (deer, raccoon, skunk, chipmunk, turkey), make plant and tree identification, go on zoo trips, bird-watch (raptors: eagles, hawks, owls), identify reptiles (snakes, lizards, frogs)
– Participate in special events, such as parades, pack trips, the blue and gold banquet, district Activities Mention the incentives you are offering.

Ask the boys, “Who thinks they would like to be a Cub Scout?” Hopefully every boy will raise his hand.

Tell them how to join: “If you want to be a Cub Scout and do all these fun things, there’s going to be a sign-up on _________ at the __________. An adult will need to come with you, so you’re going to have to ask your parents if you can be a Cub Scout. Take this flier home, and wait for them to come home. When they go to turn on the TV, take out your flier, hold it proudly in front of you (both arms fully extended), and say “Mom or Dad, may I please be a Cub Scout? There was a Cub Scout leader in school today who told us all about Cub Scouts, and I want to be a Cub Scout”. “Your teacher will give you the fliers today. Make sure you say ‘please’ and ‘thank you.’ Let’s practice how you will ask mom or dad when you get home.”

6. Thank the teachers and principal on your way out.
7. Follow up.
Call the leader(s) listed on the flier and tell them that the boy talk was successfully done. Remind them to keep a log of names and phone numbers from everyone who calls about the flier. Pay special attention to those boys who will not be able to attend the event but will be at the next meeting.