

More Than a Name

Module: NOW WHAT?

Lesson 1: GOD'S MARKETING STRATEGY

Objectives:

- Students will look at how the world views Christians
- Students will use Scripture to look at what it means to reflect Christ
- Students will consider what they can do in their lives to show their identity in Christ

Materials Needed:

- ☐ Large sheets of chart paper, markers
- ☐ Bible per student
- ☐ List of well known brand names (Nike, Pepsi, etc).

Minds On

This lesson will begin with a game of Pictionary. Divide your group into at least two teams (although you can do more if you like). Make a list of well known brand names, as many as possible. Have each team take turns sending up one representative. Show the student one of the brand names. Have that student draw that logo (having a number of different coloured markers may make it interesting). It is not regular Pictionary in that the student cannot draw whatever they wish to communicate, they must draw the logo. The team that guesses the product first gets a point. As an extra option you can give a prize to the team that wins.

Action

Say something like: Some of these logos were known instantly and it took no time for someone to figure out what the product was. As Christians, are there things that we can do so that others can see and instantly know that we love Jesus? Through this lesson we are going to seek to answer to the question, “What does a Christian look like?” After wrestling with what our identity is, we are going to spend some time on how that applies to our lives. We are confident in our identity... so now what?

Have a piece of chart paper with something like “How does the World view Christians?” written across the top. Take some time to let students answer this question and write their answers on the Chart paper. Once a list has been generated, **ask the students** if these views are what God had in mind for his followers. Is this how the world should see us?

Read Ephesians 4:17-24 and **ask them** what this passage means to them. What does it mean to “let the Spirit renew your thoughts and attitude?” How do we “put on your new nature, created to be like God?” The idea to get across is that Christians should be living lives that are shaped by our faith in Christ; we should be different from the general culture.

Divide a piece of chart paper or a black board in half. On one side, write “The World” and on the other side write “Christians.” *Ask the students*, “*What are some of the things valued by the world? How are we expected to view our lives?*” Write their answers on the Chart paper. *Then ask*, “*What are some values of Christians? How do Christians live their lives?*” Write the answers on the other half.

Take 5-10 minutes or so to discuss these comparisons.

Are there many differences? If there aren't, should there be?

If there are, which ones stick out the most?

Break the students into small groups. Leave the chart paper up and allow students to discuss the Christian values and actions you have listed. Have some of them look up scripture references that support these ideas (the Beatitudes is a good choice, or various place throughout James and 1st and 2nd Corinthians would also be good places to look).

Consolidate/Debrief

Leave students in their small groups. An important aspect of these ideas is how we actually apply them to our lives. Let them discuss with one another how these ideas can be lived out in their high school, and their everyday life. Have the group take time to pray specifically for one another that their identity in Christ can be obvious to others, and through this, others would see the love and hope of Christ.