



# God's Public Relations Team

# 16



## Before you start:

1. Prayerfully read through the whole lesson at least twice
2. Gather all the materials you need for each section (previous page)
3. Work with another team member and plan who will manage each section of the session.

<b>Leadership Preparation:</b>	<b>Personal Preparation:</b>
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Think about the time when a person showed you something positive about God's character by their unexpected generosity, kindness or love towards you. How did their actions help you to understand more about God? If the Holy Spirit invites you to do so, be ready to tell the story of your experience during the welcome or the conclusion. Otherwise use the inspiration of the story to fill you with enthusiasm for today's session.

- Pens and pencils, flip-chart markers
- Icebreaker:**
- Sheets of plain paper - one sheet for every pair in the group
- Word Search:**
- One complete set of Word Search studies for each person to take away, and enough spare copies to comply with the instructions listed at Word Search (pg. 3)
- Mission Possible:**
- Magazines that have plenty of colourful adverts
- Scissors
- Large sheets of plain white paper
- Family Focus Time:**
- Drinks and cups.
- One Publicity Planner per family
- Praying Together:**
- Plain paper
- Erasers
- Jesus and Me (JAM) Session:**
- One set of 'Jesus and Me' Journal Pages per participant
- Take-away Menu (optional):**
- Print off, copy, or design business cards to give to each person, reminding them of their special responsibility as a publicity agent for God. (See sample later in the lesson).

## By the end of the session, the group members will:

- Know what it means to be on God's public relations team.
- Feel a desire to help others understand God's loving and forgiving character.
- Respond by planning mini publicity campaigns for God with their family and by themselves.





# 16 KID for Teens: Leaders Guide: God's PR Team



Welcome and Prayer – 5 mins

**Say:**

“Being friends with God gives us a special responsibility. Today, countries have ambassadors – people who are the representatives of their own country. Ambassadors are sent abroad to build understanding between countries and to strengthen relationships between them. When we follow Jesus we are also ambassadors for God.

God has asked us to be his ambassadors on earth!

“So we are Christ’s ambassadors; God is making his appeal through us. We speak for Christ when we plead, ‘Come back to God!’” (2 Corinthians 5:20, NLB)

Another different way of understanding this important task is that we are on God’s public relations team – working to give him the best publicity possible, through our relationships with others.

Most of us have not met an ambassador, and most of us don’t know much about what they do. But we do have some idea about how advertising works. Most adverts are messages from a company’s representative. The messages tell us, ‘Come and buy what we have to offer – it’s the best!’ (even if it’s not). But what God has to offer is completely free, and truly the very best.”

**Icebreaker - 7 mins**

*You will need:*

1. Sheets of plain paper - one sheet for every pair in the group
  2. Pens/pencils
- Get into groups of two or three people and list the ways in which a company could advertise their products to you. Write down

- all your ideas on a sheet of paper.
- See which group can find the most ways in 2 minutes!
  - After 2 minutes return to the main group and compile a super-list of all the different advertising methods that have been written down.
  - As a group discuss – What methods do Christians use in their lives to advertise God? And what methods does God use to ‘advertise’ himself, that don’t depend on human helpers?





# 16 KID for Teens: Leaders Guide: God's PR Team



## Word Search - 25/35 mins

*You will need:*

1. One complete set of Word Search for each person to take away.
  2. Other copies as per instructions below.
  3. Pens
- Ask each Icebreaker group to join with another Icebreaker group to form a larger study group.
  - There are four different studies: A, B, C and D. Allocate a study to each group so that all the topics are covered.
  - Give each person a set of all the studies so they can explore them in their own time if they wish.
  - Allow the groups 15 minutes for their study and then call everyone back to the main group to make a mini presentation of their different thoughts and discoveries.

## Mission Possible - 20 mins

*You will need:*

1. Magazines that have plenty of colourful adverts
  2. Scissors
  3. Large sheets of plain white paper
  4. Marker pens
- Divide the main group into four different groups, letting each person choose which group they would prefer to join. Make sure there are at least two people in each group.
  - If your overall group is very small you may need to offer fewer groups, but make sure that at least one group does D (experiential advertising).
  - Each group will have ten minutes to plan an advertising campaign for God's love through one of the following media:
    - A – Visual advertising – posters, printed adverts, T-shirts and leaflets, etc.
    - B – Verbal advertising – written articles, radio advertising, SMS, email, etc.
    - C – TV-style advert – this can be acted out.
    - D – Experiential advertising – sampling, free trials etc.
  - After ten minutes, bring the four groups back together again.
  - Invite each group to describe the campaign they have developed or to demonstrate their ideas by showing visual mock-ups, acting out the advert, etc.

## Mission Possible: Feedback Questions

- What, if anything, can we learn from the world of advertising to help us in our publicity campaign for God?
- Why is it important to have a range of different publicity approaches?
- When might people be more likely to respond positively to our publicity campaigns?
- How might we use some of these ideas to help the people in our community to experience God's love?

## Family Focus – 15 mins

*You will need:*

1. Drinks and cups for refreshments during the Family Focus time.
  2. One Publicity Planner per family
  3. Pens
- Let the everyone re-assemble into their family groups, collecting a drink on the way.
  - Give each family a Publicity Planner to work through.
  - Ask them to plan a small project, as a family, to advertise God's love to their neighbours.

## Family Prayer Time - 10 mins

*You will need:*

1. Plain paper
  2. Pencils and erasers
- Draw a map or plan of your immediate neighbourhood.
  - Take it in turns to pray for each of the families or homes that you hope to influence through your family project.

## JAM Session (Jesus and Me) - 5 mins

*You will need:*

1. One set of 'Jesus and Me' Journal Pages per participant
- Give out the Jesus and Me Journal pages for this week.
  - Allow at least five minutes for people to make a start on their pages so that they will be encouraged to complete their projects during the week ahead.

## Take-Away Menu

*You will need:*

1. Business Cards – one per person
- Give each person a business card printed from the website.
  - Type or write in each group member's name onto one card.

## Closing Prayer





# 16 KID for Teens: Handout: God's PR Team

## Word Search: Agents for God: A



Work together to explore the following questions and activities.

As God's ambassadors or publicity agents, what is the main message he wants us to communicate to the world?

### 2 Corinthians 5:18-20

What are the two main tasks on our job description according to 2 Corinthians 5:18-20?

1

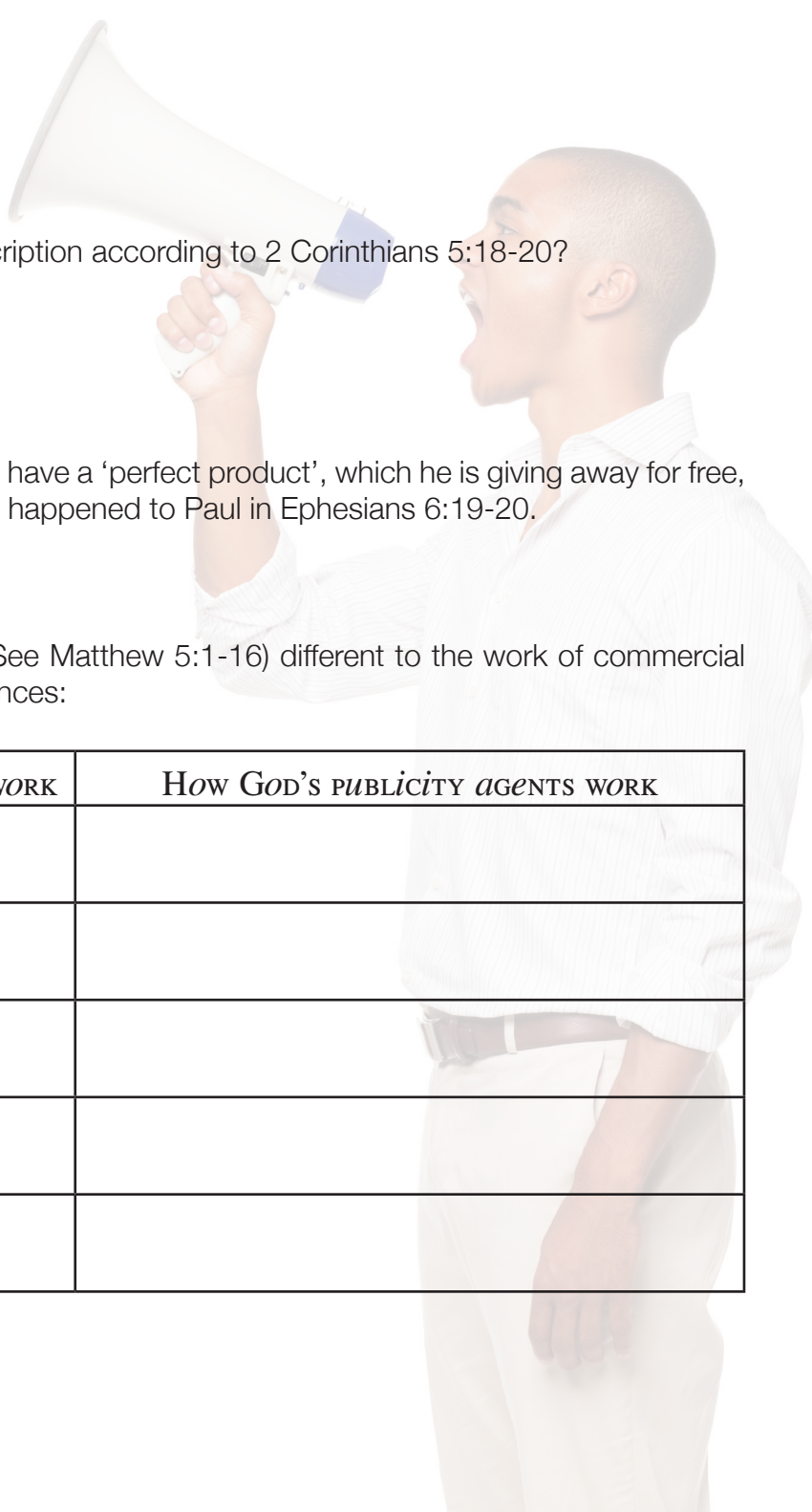
2

Even though we are working for God, and we have a 'perfect product', which he is giving away for free, not everyone will want to accept it. See what happened to Paul in Ephesians 6:19-20.

How is the work of God's publicity agents (See Matthew 5:1-16) different to the work of commercial advertising? List at least 5 contrasting differences:

	How <i>COMMERCIAL</i> ADVERTISERS MAY WORK	How GOD'S <i>PUBLICITY</i> AGENTS WORK
1		
2		
3		
4		
5		

What can we learn from these comparisons?





# 16 KID for Teens: Handout: God's PR Team

## Word Search: Agents for God: B



How did God's publicity agents work during Bible times?

Choose two of the following and think about how the person, event or activity helped others to understand more about God's love and character.

*Noah*

*Abraham almost sacrificing Isaac*

*Children of Israel escaping from Egypt*

*The Tabernacle service*

*David and Goliath*

*Naaman's maid*

*Esther*

*Daniel*

*Jesus' birth*

*Jesus turns water into wine*

*Jesus heals ten lepers*

*Jesus dies for us*

*Dorcas*





# Advertising Standards

Commercial advertising is often accused of being immoral and unethical. Its values are based on selfishness and greed and at times it is quite happy to use manipulative and deceptive techniques.

How does God want his publicity agents to behave so that they represent him honestly, lovingly and well?

*If your group has six or more people in it, divide up into three pairs or small groups and explore each of the following passages. Then come back together after 5 minutes to talk about your discoveries. Otherwise explore these passages with everyone in the group working together.*

Search through these verses to discover how we need to behave as God's agents or representatives on earth.

MATTHEW 5:1-16

ROMANS 12:9-13:10

GALATIANS 5:22-23.





# 16 KID for Teens: Handout: God's PR Team

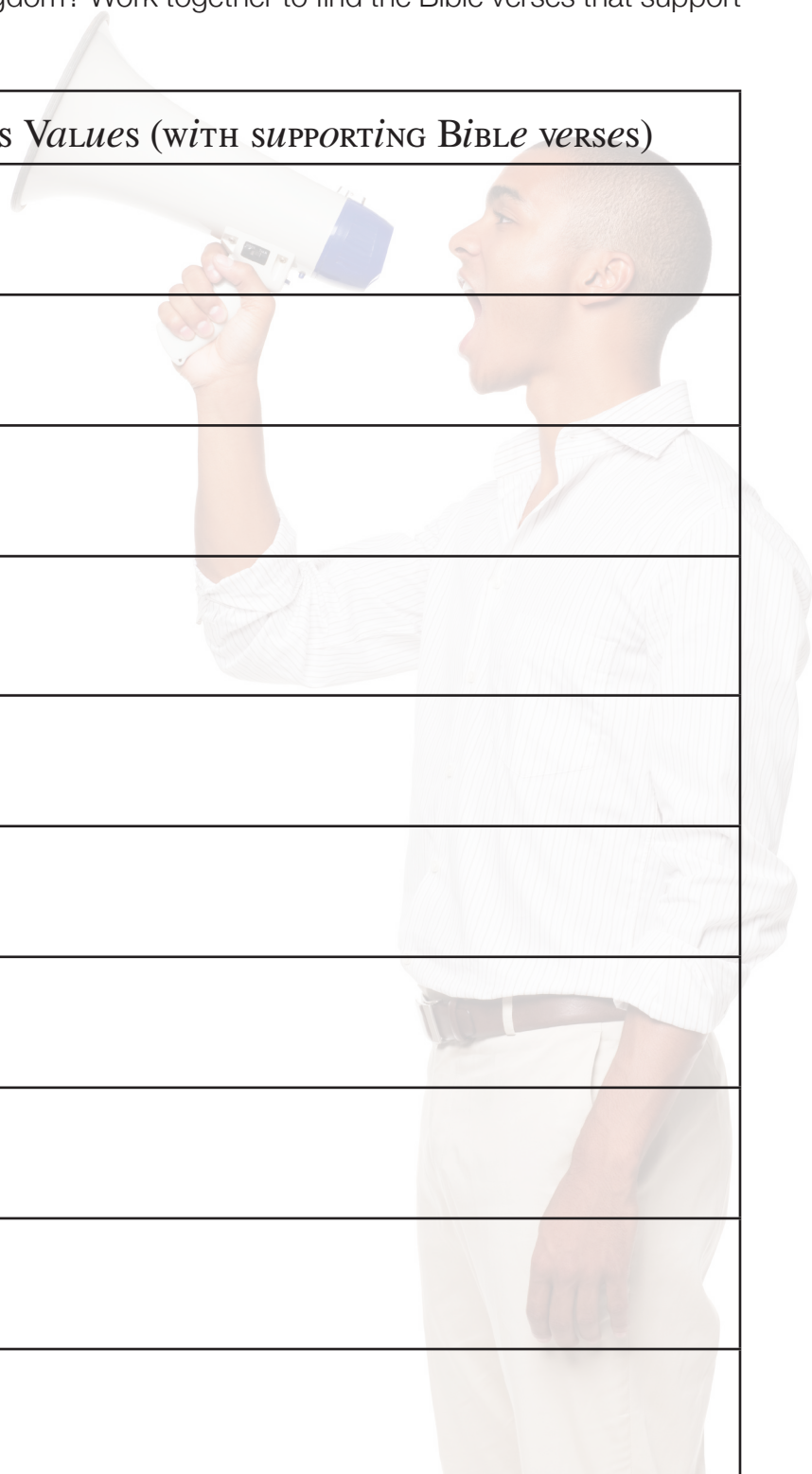
## Word Search: Agents for God: D



Here are a few of the 'values' that are common in our society today. Maybe our friends have some of them, and maybe they have leaked into our lives too...

What are the contrasting values of God's kingdom? Work together to find the Bible verses that support God's values.

	<i>The World's values</i>	<i>God's Values (with supporting Bible verses)</i>
1	I want what I want, and I want it now!	
2	The more the better!	
3	The person with the most money wins!	
4	Cheating's OK as long as you're not caught.	
5	I'm bored - entertain me!	
6	I shop, therefore I am.	
7	If you're not like me, I won't like you.	
8	If you get in my way, I'll mow you down.	
9	So I hurt you? Get over it!	
10	Sex is just for fun. If it feels good, do it!	



# Advertising God Campaign Planner

Imagine that you and your family are an advertising consultancy and you have been chosen to advertise God's love to the people who live close to you and who may already know you. Pray that God will guide you as you plan how to be his representatives in your community.

**Focussing on one main point** *What aspect of God's love do the people in your community most need to experience?*

*For example: His generosity, someone to spend time with them, someone to listen to them, his hospitality, his forgiveness, his concern for their physical needs, etc...*

**Communicating Creatively** *What creative methods can you use to communicate God's love to the people in your community?*

*For example: Inviting them to your home, sharing your things with them, giving them things they need, helping them in the garden, etc...Be as specific as possible about the action you will take.*

**Outcome:** *What effects do you hope this publicity campaign will have on your target audience?*

**Target Audience:** *At whom are you aiming this campaign?*

**Timing:** *When will this 'advertising campaign' take place?*



**Campaign Team:** *creative consultancy*

*What will each person in the family do to help this 'advertising campaign' run well?*

Name

Task



Each of us is a living and loving advertisement for God and for the laws, principles and values that govern his kingdom. Wow! That's a very special job and a huge responsibility! But he is more than willing to give us all the ideas and help we need.

Think of a time when you were a living advertisement for God's love.

What did you do?

What or who helped you to do it?

What effect did it have on those around you?

When you were advertising God's love were you:

- Acting in obedience to one of God's laws (such as the Ten Commandments)?
- Following a principle – (such as 'love your enemies' or the list in Romans 12:9-21)?
- Or demonstrating a Christian value (such as the list in Galatians 5:22-23)?



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Jesus and Me: Journal Lesson 16

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# Life Designer

What are the laws, principles and values that are designing the advert of your life today?

Laws

Principles

Values



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Jesus and Me: Journal Lesson 16

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Team**

# Life Designer

What kind of advert would you like to be in 5 years' time?

What spiritual steps do you need to make to help you reach your goal?

What Bible promises and guidelines will help you to achieve your goal?



KID for Teens: creative consultancy

Jesus and Me: Journal Lesson 16

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Team**

# Mission Statement

A mission statement is a phrase or sentence that sums up the whole approach of an organisation, business or group. One Mission Statement that Jesus made was:

‘I have come that you may have life, and have it more abundantly.’ John 10:10 KJV

Can you think of other mission statements Jesus made about who he was and what he came to earth to do? Some of them begin ‘I am...’

Find them in the Bible and list them here:

Jesus has a couple of ‘mission statement’ suggestions for us in Matthew 5:13-16.

Read these and then write a mission statement for yourself.



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Jesus and Me: Journal Lesson 16

**God's Publicity  
Team**

Write your mission statement out again in an attractive way or print it on the computer.

Place your mission statement where you will see it often, so you will remember your special purpose on earth.



# 16 KID for Teens: Jesus and Me: Journal Lesson 16: Agents for God: What's Really Valuable?



Some of the values we want to live by when we are God's publicity agents are:

- |               |              |              |                 |              |
|---------------|--------------|--------------|-----------------|--------------|
| ATTENTIVENESS | DISCERNMENT  | INITIATIVE   | PERSUASIVENESS  | SINCERITY    |
| CAREFULNESS   | DISCRETION   | JOYFULNESS   | PUNCTUALITY     | THOROUGHNESS |
| COMMITMENT    | EFFORT       | JUSTICE      | RESOURCEFULNESS | THRIFTINESS  |
| COMPASSION    | ENTHUSIASM   | LOYALTY      | RESPECT         | TOLERANCE    |
| CO-OPERATION  | FLEXIBILITY  | OBEDIENCE    | RESPONSIBILITY  | TRUTHFULNESS |
| COURAGE       | FORGIVENESS  | ORDERLINESS  | SACRIFICE       | VIRTUE       |
| CREATIVITY    | GENEROSITY   | PATIENCE     | SELF-CONTROL    | WISDOM       |
| DEPENDABILITY | GRATEFULNESS | PEACEFULNESS | SENSITIVITY     |              |
| DETERMINATION | HOSPITALITY  | PERSEVERANCE | SERVICE         |              |

Choose three of these values that you would like to strengthen in your life right now.

Then list three ways in which you could live out these values in practical ways in your everyday life at home, school or work.

**1**

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a.

B.

C.

**2**

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a.

B.

C.

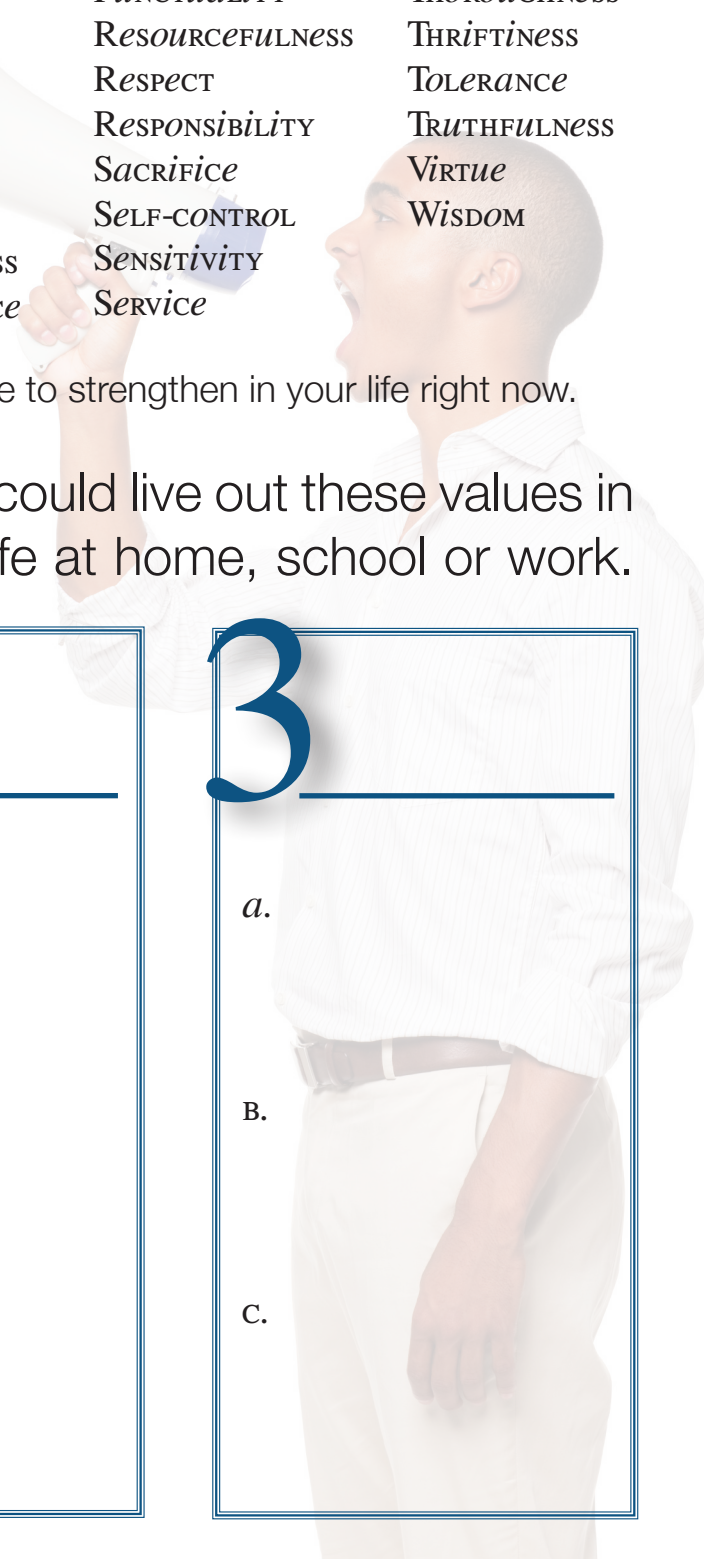
**3**

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a.

B.

C.





# 16 KID for Teens: Jesus and Me: Journal Lesson 16: Agents for God: Good Advertising

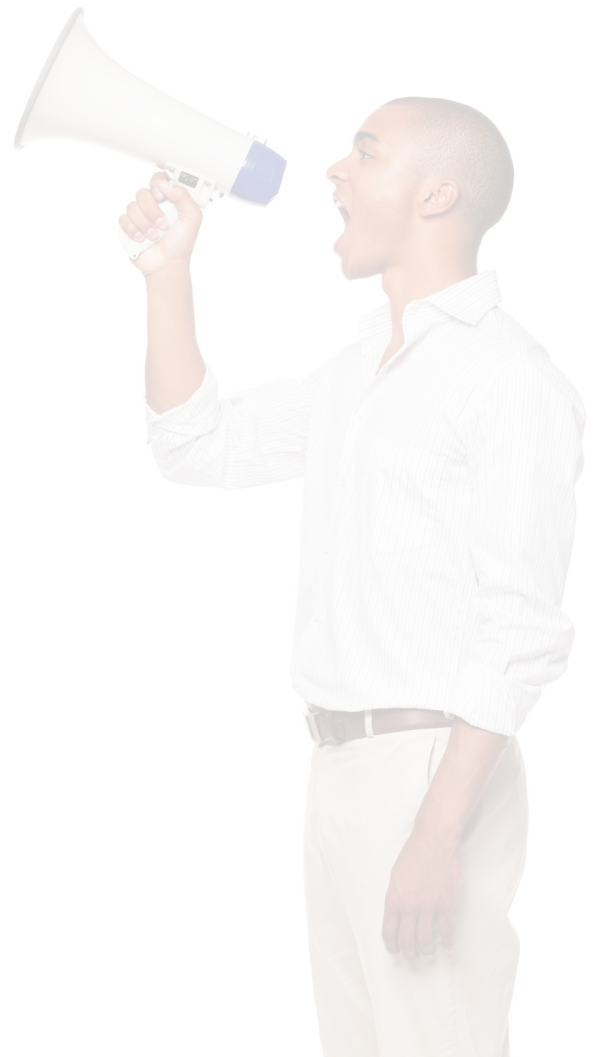


Collect a stack of family, nature and current affairs magazines.

Look through them and choose some of the adverts that seem to express God's values, such as taking care of each other, taking care of the earth, good stewardship etc.

Stick the one that you think best represents God's values on the page below. Write down why you chose this advert and what you have learned from it that inspires your Christian life.

Re-write or re-design this advert so that it advertises something about God instead.





# 16 Agents for God: Logos

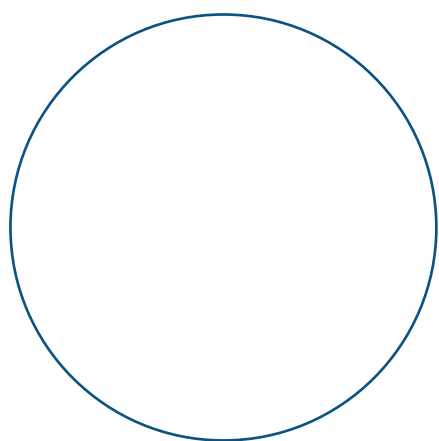


Explore [www.religioustshirts.co.uk](http://www.religioustshirts.co.uk)

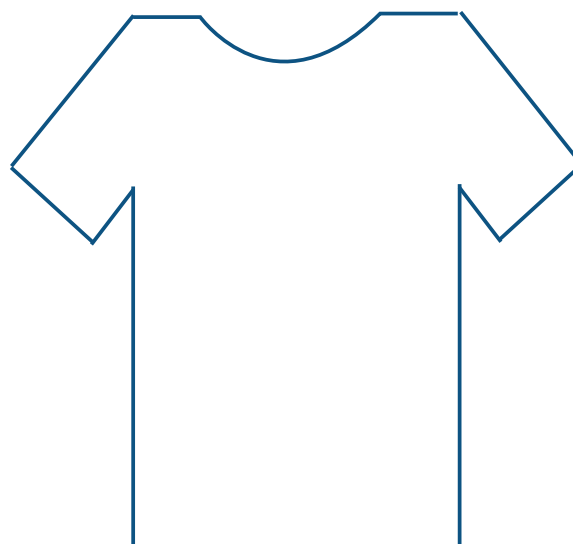
Which of their designs do you think would be most effective at communicating God's love to your friends and community?

Design your own logo for a witnessing badge or T-shirt.

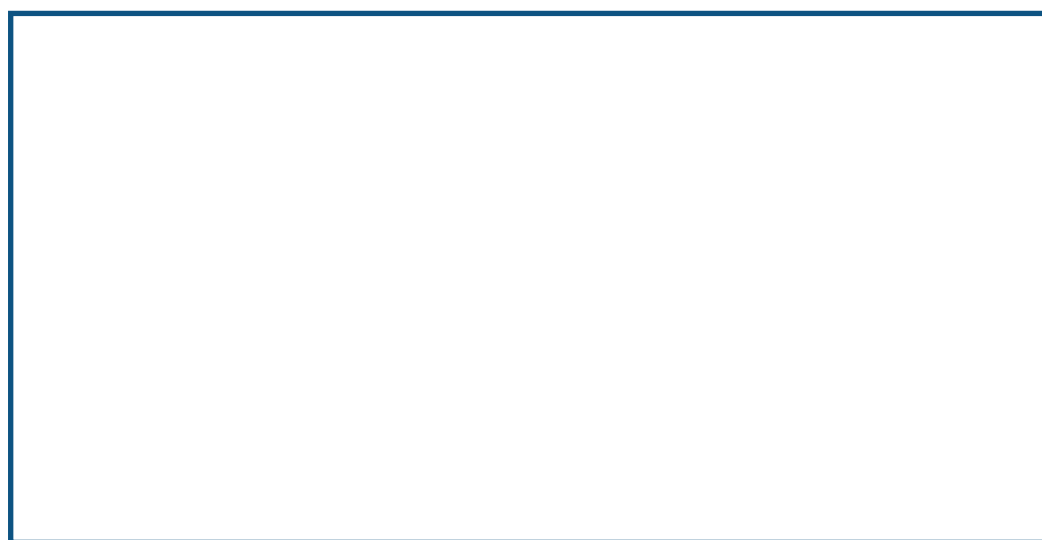
Badge



T-shirt



Or create an advertising poster for a billboard that would advertise Jesus to the neighbourhood where you live.





# 16 KID for Teens: Jesus and Me: Journal Lesson 16: Agents for God: Friendship File



Choose three of your friends who don't know God very well. Then complete a friendship file for each of them.

**Name:**

**Name:**

Friendship File

Personal needs (emotional, spiritual, practical, etc):

Questions, fears or worries they may have about God:

One thing I could do to help my friend experience God:  
(Make this relevant to their needs and questions)

**Name:**

**Name:**

Friendship File

Personal needs (emotional, spiritual, practical, etc):

Questions, fears or worries they may have about God:

One thing I could do to help my friend experience God:  
(Make this relevant to their needs and questions)

**Name:**

**Name:**

Friendship File

Personal needs (emotional, spiritual, practical, etc):

Questions, fears or worries they may have about God:

One thing I could do to help my friend experience God:  
(Make this relevant to their needs and questions)

