OBJECT LESSON

Item needed:
Lucky Charms
Coca-Cola
Raid bug spray

Note: you can use any brand name items you have around the house for this, so long as they have a known, easily remembered slogan.

How many of you guys like to eat Lucky Charms? Can anyone tell me what the slogan in the Lucky Charms commercials is? (They’re magically delicious!)

Do any of you have Raid in your house? Raid’s had the same slogan for a long, long time. It’s simple and to the point: Kills bugs dead!

And here’s another one, Coke. Coke has had a number of slogans over the years: Coke is it, Red White and You, Make it Real, Have a Coke and a smile, and the current, simple line: Enjoy Coca Cola.

Big brands like Coke, McDonalds, Wal-Mart, and others all have slogans designed to make you remember their brand and remember what they stand for. Coke wants to remind you how enjoyable drinking Coke can be. McDonalds wants to remind you that they’re about food and fun. And Wal-Mart’s all about what? Low prices.

There’s no slogan or tag line for the Bible, but if there’s one verse that captures the whole book and it’s message, it’s John 3:16. John 3:16 reminds us that God loved us so much, he sent Jesus to die for our sins. All we have to do is believe in Jesus, and we can have eternal life with the Lord.

There are so many great life lessons in the stories of the Bible, but above all else, the Bible teaches us one thing: God loves us. Jesus died for us. And we can live forever if we believe in Jesus. That’s a promise more reliable and more wonderful than anything Coke, McDonalds, or anyone else will ever offer us.