**1. Motivate**

What are some marketing campaigns you will always remember?

* Where’s the beef?
* I found it! (Campus Crusade witnessing campaign, mid ‘70s)
* Have it your way (Burger King)
* Just do it! (Nike)
* Pepsi-Cola hits the spot. 12 full ounces, that's a lot!
* Melts in your mouth, not in your hand

An introductory video to the lesson is available. View it at <https://tinyurl.com/3u2mpxka> If you have no wi-fi where you teach, it is best to download the video file to your computer from <https://tinyurl.com/ymjkd2wz>

* 99 and 44 hundredths percent pure
* LSMFT (Lucky Strike Means Fine Tobacco)
* The Pause that Refeshes (Coke)
* We try harder (Avis)
* Plop, plop, fizz, fizz, Oh what a relief it is (Alkaseltzer)
* Good to the last drop (Maxwell House Coffee)

**2. Transition**

These companies worked hard to make their product known to everyone

* We have something the world needs to know about also
* The victory we have in Jesus is too big to keep to ourselves.

**3. Bible Study**

3.1 The Whole Bible Points to Jesus

Listen for mind expansion!

Luke 24:44-45 (NIV) He said to them, "This is what I told you while I was still with you: Everything must be fulfilled that is written about me in the Law of Moses, the Prophets and the Psalms." 45 Then he opened their minds so they could understand the Scriptures.

Note the divisions of the Old Testament as Jesus referred to them.

* The law of Moses. These are the first five books of the Old Testament, also called the Pentateuch.
* The prophets. This includes the “former prophets”—Joshua through 2 Kings—and the “latter prophets”—Isaiah through Malachi.
* The psalms. This section is also called the “writings,” which is comprised of all the remaining Old Testament books. This section is also referred to by the first—and largest—book in it: the Psalms.

What elements of the message of salvation do you see in these Old Testament verses?

*“For as high as the heavens are above the earth, so great is his faithful love toward those who fear him. As far as the east is from the west, so far has he removed our transgressions from us” (Ps. 103:11-12).*

*“I knew that you are a gracious and compassionate God, slow to anger, abounding in faithful love, and one who relents from sending disaster” (Jonah 4:2)*

* God’s infinite love, underserved favor, compassion
* forgiveness, removal of our sins and their penalty
* God’s desire for and accomplishment of dealing with our sin problem so He can have a personal relationship with us, even though we were sinners

Why do you think it would be important for Jesus to refer to the Old Testament Scriptures in His explanations to the disciples?

* they were good Jews, that was the only Bible they had
* He wanted to show them that He was fulfilling God’s plan, not departing from it
* He knew they needed scriptural foundation for their future task of communicating these Truths to everyone
* even we today are better able to

How would you summarize the grand story of Scripture for an unbeliever?

* God was at work over the whole history of mankind
* His plan was accomplished through a particular group of people He chose
* even though they were imperfect and they were often attacked by other nations, God accomplished His purposes
* He taught mankind the penalty of sin and the solution – substitutionary death
* Then God provided the Perfect Sacrifice, His Son, Jesus – the Lamb of God who takes away the sin of the whole world

What does this passage teach us about God’s role in our understanding of the gospel?

* God’s Holy Spirit illuminates meanings and implications of what we read
* God uses teachers, Bible scholars, and preaching to help us understand
* Scripture contains God’s Truth, He will convict/convince us of what we need to know and what we need to apply in our lives

3.2 The Cross and the Empty Tomb

Listen for Jesus’ specific mission.

Luke 24:46-47 (NIV) He told them, "This is what is written: The Christ will suffer and rise from the dead on the third day, 47 and repentance and forgiveness of sins will be preached in his name to all nations, beginning at Jerusalem.

What specific prophecies did He show that He had fulfilled?

* Christ (the Messiah, the Anointed One) would suffer
* He would rise from the dead on the third day
* repentance and forgiveness of sins will be preached to all nations
* this message of Good News will spread out from Jerusalem

Why are these prophecies critical?

* Jesus had to die to take the death sentence we deserved
* otherwise we are still condemned due to our sinful condition
* Jesus was the permanent sacrifice for sin, one time for all people
* He had to rise again … otherwise He would be just another human that died as a martyr
* not only did He die for us, he rose again to give us a *new* life

What in verse 47 prepares us for Jesus’ Great Commission?

* people must be informed about repentance
* they have to find out about the availability of the forgiveness of sin
* these Truths must be preached … logically it would start in Jerusalem
* then it would spread, eventually, to all nations, all peoples

What are the basics of the gospel every Christian can share as we fulfill the Great Commission?

* God loves each one of us … He wants us to experience an abundant life
* all men are separated from God by their sinful condition … resulting in sinful actions and attitudes
* we are in rebellion against God, actively and/or passively
* the death we deserve for our sinfulness was taken upon Himself by Jesus
* He offers forgiveness … our part is to confess, repent, and receive His offer of forgiveness by faith … believing what God has said and promised
* Jesus then becomes both our Savior and Lord

3.3 Equipped to Share the Message

Listen for a power source.

Luke 24:48-53 (NIV) You are witnesses of these things. 49 I am going to send you what my Father has promised; but stay in the city until you have been clothed with power from on high." 50 When he had led them out to the vicinity of Bethany, he lifted up his hands and blessed them. 51 While he was blessing them, he left them and was taken up into heaven. 52 Then they worshiped him and returned to Jerusalem with great joy. 53 And they stayed continually at the temple, praising God.

Jesus reminded them that they were witnesses to these events. Why would that be an important factor in fulfilling the Great Commission?

* you saw these events first hand
* you were involved in many of the events that have taken place over the last three years
* from the day I called you until the last several days, you were there in person
* you will be able to explain in detail,
* the events were supernatural in nature
* people in the future would question the reality of what happened
* people who had *seen* these things, had *touched* the risen body would be more believable
* Jesus needed to connect the *events* through which they had lived with the *meaning* of what God had actually accomplished

We were not eyewitnesses to the events … what qualifies us to be witnesses for Christ?

* a personal relationship with the Risen Savior – a true salvation experience
* we have seen the evidence of God at work in our lives, in the lives of our friends and family
* we have experienced the peace that Jesus offered … peace with God, peace in the midst of our traumas, peace with oneself
* our culture gives credence to personal experience – others cannot deny your own personal feelings and thinking
* “You ask me how I know He lives, He lives within my heart!”

What promise did He make to them?

* I’m going to send you the promised Holy Spirit
* for now, stay here in the city
* you will be “clothed” with the Power of the Holy Spirit – reminds us of the suit of the Iron Man in the movie
* God’s Spirit gives us spiritual power – to live a life pleasing to God, to minister to others, to take/send the Gospel around the world

Jesus promises them “power from on high.” What role would the Holy Spirit play in the actions of the disciples?

* give them wisdom, insight
* empower them to do miracles
* protect them
* direct their thinking, their planning

How can we follow the Spirit? How do we experience His Power?

* be actively reading the Truth in God’s Word
* pay attention to what it says
* allow God’s Spirit to apply the specific commands and the principles it teaches

Use the last page as a handout so your learners can take home the application points of this week’s lesson.

Application

Commit to Jesus.

* Before you are able to share Jesus with others, you too need to make commitment to trust in Him.
* If you want to know how to become a follower of Christ, talk with your group leader.
* You can also read the inside front cover of this book.

Commit to Share.

* Make a list of people in your life who you know to be unbelievers.
* Commit to pray for each person, by name, daily for the next week.
* Ask God to open doors of opportunity for you to share Jesus with those who need Him.

Commit to Prayer.

* Bookmark the site, [www.imb.org/pray](http://www.imb.org/pray).
* Here you will find daily prayer requests from all over the world.
* Carve out time in your daily schedule to visit this site to pray that the nations would come to believe in the gospel.

Cryptogram Puzzle

This message was received by one of our Baptist operatives, sent by the underground church in Thioda Chadnited. Our decoders are on a Spring Break mission trip to National Middle School Basketball finals. Use the key to the symbols below. The “Hello World” message shows how it works. Tech help is available at <https://tinyurl.com/ymjkd2wz> Other Fun Family Activities can also be found.