

CONVERSATION GUIDE

Jesus is in the
SUPER BOWL

He Gets Us™

PARTNERS

THE HE GETS US CAMPAIGN WILL HAVE TWO ADS IN THE SUPER BOWL

This cultural moment presents a unique opportunity for followers of Jesus to examine their faith, engage in conversation, and potentially deepen relationships with both spiritually open people and followers of Jesus. This guide will help you be ready for conversations before, during and after the Super Bowl.

What Is He Gets Us?

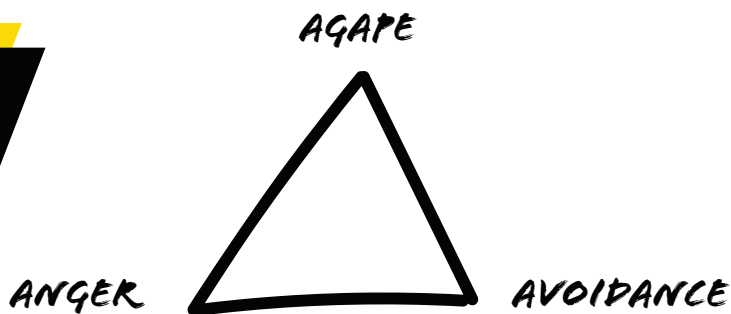
He Gets Us is a campaign reintroducing people to the Jesus of the Bible and his confounding love and forgiveness. We believe that he was more than just a good guy and a profound teacher—but that he was the Son of God. And we're confident that as others clearly understand, read, and learn about who Jesus is, they'll find wisdom, hope, and peace unlike any other offered.

What Ads Are Playing at the Big Game?

We all know what it's like to be a kid. And we also know what it's like to disagree with people who see things differently than we might. This year's Super Bowl spots entertain these two sides of our relationships—the simple kindness of children, and, when spurred by disagreement, the jaded anger of adults.

Together, these spots connect the dots to an idea we call The Third Way.

Similar to you and me, Jesus could have reacted to his circumstances with anger or avoidance. Instead, he countered conflict with God's confounding love.



What are some examples from Jesus' life?

▶ On Being Childlike

Matthew 19:14 - Jesus said, "Let the little children come me, and do not hinder them, for the kingdom of heaven belongs to such as these."

Luke 18:17 - "Truly I tell you, anyone who will not receive the kingdom of God like a little child will never enter it."

▶ On Disagreements

Luke 6:28 - "Bless those who curse you. Pray for those who mistreat you."

Matthew 6:14 - "For if you forgive people their wrongdoing, your heavenly Father will forgive you as well."

How could you engage after seeing the ads?

Who doesn't love talking about the Super Bowl commercials? Lean into that tendency. The great thing about the Super Bowl ads is that most people have opinions about them.

Here are a few tips to facilitate a great conversation after the game and in the days to come:

- **Be discerning.** You don't need to lead a formal discussion unless it organically happens. That might be right after the ads run, or it could be days after the Super Bowl. Consider the best opportunity for conversation, based on the atmosphere and your relationship with those who encounter the ads.
- **Be curious.** Ask people what they think about what they saw. What did they like? How did the spots make them feel? When you do share, speak from your personal experience. No need to be an expert or answer every question either—you can always direct people to HeGetsUs.com to get more information.
- **Stay connected.** Encourage your friends and guests to connect with you and stay connected to He Gets Us on social media. There's sure to be conversation around the ads in the days following the Super Bowl.

STAY CONNECTED

Here are some of the He Gets Us resources to help you join the movement:



YOU! You are one of God's greatest resources in this movement. How can you demonstrate Jesus' radical love to your friends, family and neighbors once the Super Bowl moment has passed?



Resources to help people explore Jesus and his life.

HeGetsUs.com



YouVersion Bible Reading Plan

bible.com/reading-plans/28926



Resources to assist you and your church

HeGetsUsPartners.com



STAY CONNECTED