

May I Have Your Attention?

By RLD Editorial Team

for use as
STEP 1

**Focus:**

How does God get your attention?

Bible Basis:

Jonah 2:1-6;
Matthew 12:38-41

Memory Verse:

We must pay more careful attention, therefore, to what we have heard, so that we do not drift away.
—Hebrews 2:1

Students will consider the content they engage with and the content they ignore as they explore how God gets their attention.

Materials:

- Internet access

With the exception of the Super Bowl, we mostly dislike ads. We skip them when we can on TV or the Internet. Many people find ads to be annoying interruptions to our entertainment or too transparent or cheesy to persuade us to buy the product. So, advertisers have to come up with new, creative ways to share their message.

Share the following list of digital marketing trends from this article with your students.

“10 Marketing Trends That Will Dominate In 2024

1. AI Marketing Automation
2. Augmented Reality (AR) and Virtual Reality (VR)
3. Hyper-Personalization
4. Influencer Marketing
5. Video Marketing
6. Voice Search Optimization
7. User-Generated Content (UGC)
8. Social Commerce
9. Privacy and Data Protection
10. Sustainability and Purpose-Driven Marketing”

➤ **Which of these methods would be most likely to influence you?** (Accept all reasonable answers.)

➤ **What’s an ad or other message that caught your attention recently? What drew you in?** (Accept all reasonable answers. It might be something overly silly, or a compelling message. It may not be an ad, but something to raise awareness of a serious issue.)

➤ **What content are you usually trying to get to when you skip over ads?** (Accept all reasonable answers. For examples, Spotify, YouTube, a learning resource for school, a favorite show, etc.)

Jesus isn't trying to sell anything to you in the superficial way advertisers might, but He does have something amazing to offer—salvation through His life, death, and resurrection. Sometimes His disciples missed or ignored His messages, asking for louder, flashier signs despite what He had told them and despite His presence with them. Let's see if we can see ourselves as we study how God gets our attention.

Source:

<https://www.forbes.com/sites/forbesbusinessdevelopmentcouncil/2023/12/18/10-marketing-trends-that-will-dominate-in-2024/?sh=ec7135c35868>

(Continue on to Steps 2 and 3 in your teacher's guide; your Step 4 appears below.)

May I Have Your Attention?

for use as
STEP 4 

**Easter
Focus:**

How does God get your attention?

**Easter
Bible Basis:**

Jonah 2:1-6;
Matthew 12:38-41

**Easter
Memory Verse:**

We must pay more careful attention, therefore, to what we have heard, so that we do not drift away.
—Hebrews 2:1

Materials:

- None

Part of the good news of Jesus' resurrection from the dead is that He is still alive! We can see and know Jesus today. Whether Jesus has already got your attention or not, keep listening! Jesus' messages are life-changing.

- **Based on what we've talked about today, how will you look/listen for Jesus this week?** (Accept all reasonable answers. Perhaps listening more intently to Scripture, Christian teaching, or Christian song lyrics; perhaps looking for everyday miracles and examples of repentance and forgiveness.)
- **Where would you go to look/listen for Jesus this week?** (Accept all reasonable answers. Church might be the obvious one, but Jesus can be found anywhere—in nature, in your school cafeteria, in the local homeless shelter, etc.)

Encourage students to spend time this week intentionally looking/listening for Jesus. In an age of so much information and entertainment, it can be hard to discern what is truly helpful or uplifting, much less pause to listen, think, and pray.

The time can be consecutive or not. This time could be spent in personal Bible study or prayer, reading or listening to Christian speakers or artists, in nature, in a crowded cafeteria, serving the community, or elsewhere. The objective is to look/listen for what Jesus might be saying and doing in this space, and how they might follow or join in. Encourage students to talk to a leader or friend about what they've seen, heard, or learned from their three hours and how they might respond.

Close in prayer, asking Jesus to reveal Himself to each person in the coming week.

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