

CONVERSATION GUIDE
for friends & family

THE THIRD WAY

He Gets Us[®]
PARTNERS

WHAT IS HE GETS US?

He Gets Us is a national 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.

How to use this guide

The cultural moment around He Gets Us presents a unique opportunity for followers of Jesus to examine their faith, engage in conversations, and potentially deepen relationships with both spiritually open people and followers of Jesus. This guide will help you be ready to have conversations around both of The Third Way ads.

What is The Third Way?

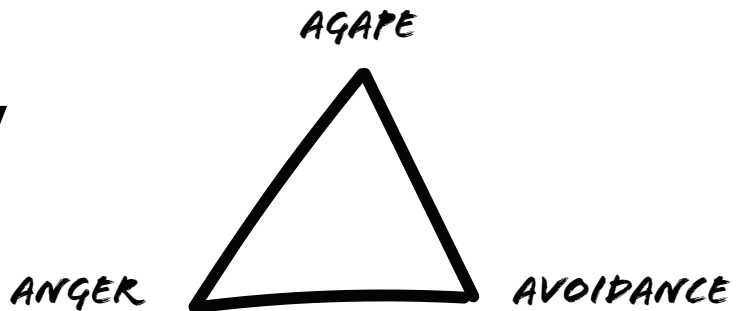
At times, it can seem like the cultural climate is riddled with hateful human conflict, and the speed of technology and media has only fueled that. But, what could possibly be louder and more powerful than hate? Love can. But not just any love. Confounding love. Unconditional love. Sacrificial love. The love we see in Jesus.

Jesus taught that fulfillment belongs to people who can trust God with childlike faith, but also represent their convictions and beliefs without ever losing their confounding love and respect for another person's dignity.

This is The Third Way.

Watch the ads!

1. Be Childlike
2. Love Your Enemies



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 and Loving Your Enemies

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 a great thought provoking ad? Lean into that tendency. Ask simple questions and lean in with curiosity and the intent to listen.

Here are a few tips to facilitate a great conversation around The Third Way ads:

- **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 weeks in the future. 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 ads 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](https://www.hegetsus.com) to get more information.
- **Stay connected.** Encourage your friends and family to connect with you and stay connected to He Gets Us on social media.

STAY CONNECTED

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



YOU! You are one of the greatest resources in this movement. How can you continue to demonstrate Jesus' radical love to your friends, family and neighbors?



Resources to help people explore Jesus and his life.

HeGetsUs.com



YouVersion Bible Reading Plan

bible.com/reading-plans/35635



Resources to assist you and your church

HeGetsUsPartners.com



STAY CONNECTED