

FOLLOWERS

WEEK 2 — JOHN THE BAPTIST POINTS HIS FOLLOWERS TO JESUS

AUGUST 9, 2026

Main Point:

John gained an impressive following so that he could point them all to Jesus.

This Week's Message:

A wild-man preacher brings a message of repentance because the Messiah was near. And then the Messiah came. John the Baptist prepared people and used his influence to point them to Jesus, even losing followers along the way.

Scripture:

Matthew 3:1-6; John 1:35-42

This Month's Memory Verse:

"You were chosen to do good even if you suffer. That's because Christ suffered for you. He left you an example that he expects you to follow." 1 Peter 2:21

Provided Videos: See www.glendalechristian.org/summitvolunteerresources

- Game Video: Match It – Back to School
- Bible Story Video: Who Were the Twelve Disciples?
- Review Quiz Video
- Worship Video: Kids
- Worship Video: Runnin
- Worship Video: Praise You Anywhere

Suggested Order of Service:

1. Game Video – 3 Min
2. Icebreaker Activity – 5 Min
3. Message – 25 Min Total
 - a. Lesson – 15 Min
 - b. Bible Story Video – 2 Min
 - c. Discussion Time – 5 Min
 - d. Review Quiz Video – 3 Min
4. Memory Verse Activity – 10 min
5. As time allows:
 - a. Work on Take-Home Page
 - b. Worship Videos

GAME VIDEO:

Surfer, Wave, Palm Tree

ICEBREAKER ACTIVITY

Have the students track down a person with the characteristics mentioned by doing the action specified to go with it.

Say, "I'll list off a physical characteristic and give you about 30 seconds to find someone who fits that description. Once you find a person, complete the action and wait for the next one. Does everyone understand? Are you ready?"

1. Find someone who is missing a tooth and give them a big, cheesy grin.
2. Find someone who has brown hair and give a double high five.
3. Find someone who is wearing something sparkly or shiny and give them a silly face.
4. Find someone taller than you and jump as high as you can next to them.
6. Find someone with blue eyes and give them two thumbs up.
7. Find someone with bigger feet than you and compare shoe size.
8. Find someone shorter than you and do a frog hop next to them.
9. Find someone wearing black or white and shake their hand.
10. Find someone wearing a ring and give them a fist bump.
11. Find someone with gray or white hair and curtsy or bow to them.

LESSON:

Main Point:

John gained an impressive following so that he could point them all to Jesus.

Scripture:

Matthew 3:1-6; John 1:35-42

Play Lesson Video Here

Introduction

Think of a superstar famous person that you know about. Most likely, that person became famous all of a sudden, and everyone wanted to watch them do their thing. Some of them stick around a long time; some fizzle out to obscurity after a short bout with fame. But none of them does what this famous person from Jesus' day ended up doing after his fame had run its course.

Transition

This guy would let go of his fame and pass it on to the most famous person ever! We're focusing on John the Baptist and how he used his popularity to announce God's kingdom and point everyone to His Son, Jesus. Let's see what John was all about and how he made the transfer of his influence so that others could follow Jesus. Before we get into what happened, here's a little background on John the Baptist.

Matthew 3:1-3

In those days John the Baptist came, preaching in the wilderness of Judea and saying, "Repent, for the kingdom of heaven has come near." This is he who was spoken of through the prophet Isaiah:

*"A voice of one calling in the wilderness,
'Prepare the way for the Lord,
make straight paths for him.'"*

John had a message that was not his own. God planned for John to bring this message of repentance to His people in Judea long before John or his parents were

ever born. He was prophesied about in the same Old Testament book that Jesus was. He had a specific purpose for a specific time in a specific place. But he was an odd one.

Matthew 3:4-6

John's clothes were made of camel's hair, and he had a leather belt around his waist. His food was locusts and wild honey. People went out to him from Jerusalem and all Judea and the whole region of the Jordan. Confessing their sins, they were baptized by him in the Jordan River.

This guy wore some crazy clothes and ate some wild food. His eccentricities abounded, but the people loved it. They came from all around Judea to heed his message of repentance, confess their sins, and then be baptized. This message and system earned him the nickname "John the Baptist." It also earned him some followers. But despite being popular and well-known and quite the spectacle, he made sure that all who heard him knew that he was there to prepare people for the Messiah. So imagine when John crossed paths with Jesus.

John 1:35-39

The next day John was there again with two of his disciples. When he saw Jesus passing by, he said, "Look, the Lamb of God!"

When the two disciples heard him say this, they followed Jesus. Turning around, Jesus saw them following and asked, "What do you want?"

They said, "Rabbi" (which means "Teacher"), "where are you staying?"

"Come," he replied, "and you will see."

So they went and saw where he was staying, and they spent that day with him. It was about four in the afternoon.

What just happened here? Usually, when two famous people cross paths, they shake hands, exchange some pleasantries, and go their separate ways with their followers in tow. Not so with John the Baptist. He basically shouted that Jesus was the Messiah. And because of this, his own disciples split from him to follow Jesus instead.

Apparently, that's exactly what John wanted. He knew what his assignment was and executed it perfectly. Those guys were right where they needed to be – right behind Jesus. So close that it was kinda funny that He had to stop and ask them, "You guys need something?" And then, as if they were too bashful to just come out and say, "We want to be your disciples," they asked to see where He was staying and followed Him there.

This kind of mindset to point others to Jesus even at the expense of your own popularity is totally countercultural to us today. We live in a world where celebrities, politicians, and social media influencers leverage their ability to sway people for their own benefit. They want to make more money, gain more followers, convince people to agree with them, and get what they want from people. How refreshing to see someone like John the Baptist who was beloved by the people sacrifice his own popularity and influence in order to point others to Jesus. His goal was to glorify Jesus, not to glorify himself.

John 1:40-42

Andrew, Simon Peter's brother, was one of the two who heard what John had said and who had followed Jesus. The first thing Andrew did was to find his brother Simon and tell him, "We have found the Messiah" (that is, the Christ). And he brought him to Jesus. Jesus looked at him and said, "You are Simon son of John. You will be called Cephas" (which, when translated, is Peter).

Even if you aren't as popular and well known as John the Baptist, you can do just as he did and use your influence and fame within your own circle of friends, family, neighbors, and schoolmates to point people to Jesus. It may only be one person but God can use you. Just like He used Andrew to then tell Peter.

2 Corinthians 5:20-21

We are therefore Christ's ambassadors, as though God were making his appeal through us. We implore you on Christ's behalf: Be reconciled to God. God made him who had no sin to be sin for us, so that in him we might become the righteousness of God.

Ambassadors are people who represent someone else and take their message to a particular place or people. They point people back to the person they represent.

That's what we are. That's what we should do. And God has the message of how to get right with Him through Jesus. It's our job to take this message that Jesus became sin for us to everyone so that Jesus can be sin for them, too.

Conclusion

John the Baptist was an ambassador who passed on the message to particular people in a particular place. And those people kept passing the message on and on to others. This is what it is to be a disciple. Just like John the Baptist, we should use whatever influence and popularity and fame we have so that as many people as possible can know Jesus.

SIMPLE PRAYER

Dear God,

Thank you for letting us point others to Jesus!

In Jesus' Name, Amen.

DISCUSSION QUESTIONS

1. If the world were going to end tomorrow, where would you want to go today?
2. What did John wear?
3. What did John eat?
4. What was John's purpose?
5. Why do you think John had a crazy look and ate crazy food?
6. Why do you think the Jewish people were drawn to John's message?
7. How can you point someone to Jesus this week?

REVIEW VIDEO

MEMORY VERSE CARD GAME ACTIVITY:

"You were chosen to do good even if you suffer. That's because Christ suffered for you. He left you an example that he expects you to follow." 1 Peter 2:21

Printed cards are provided for the memory verse games. There are 3 stacks of cards - one is easier, one is harder, and one is words that are not in the verse to make it harder for kids as needed. See the Memory Verse Card Games Guide for a variety of games you can choose from to help your students memorize the verse in fun and interactive ways.