

Connect timeless truths with today's news.

EXPECTING A REWARD FOR LOYALTY

Most fast-food chains in the United States have customer loyalty programs. It's reached the point where restaurants that don't offer such programs "run the risk of falling behind," according to an article by PYMNTS.com. The article, entitled "Restaurant Loyalty Holdouts Get on Board as Consumers Expect to Be Rewarded," explains how, in March, two notable restaurant chains—Carl's Jr. and IHOP—launched their own programs to reward frequent customers. "In today's digital-first age," said Chad Crawford, chief brand officer of the company that owns Carl's Jr., "we want to reward our loyal customers in a fun and engaging way." Only twenty percent of restaurants that allow mobile ordering do not have loyalty programs, so the holdouts may find they had better reward their frequent customers or risk losing them.

HOPING TO BE FOUND LOYAL

While eating His last Passover meal with His disciples, Jesus revealed that one of them would betray Him. One after another, they protested their loyalty to Jesus, saying, "Is it me, Lord? Surely it can't be me, can it?" They were desperate to prove themselves loyal, and they longed for Jesus' assurance that their hearts were true. We don't know what, if anything, Jesus replied to each one. But when Judas Iscariot said, "Jesus, is it me?" Jesus responded, "You have said it yourself." Jesus lays bare the thoughts of every person.

1. Why are customer loyalty programs suddenly so important for businesses today?
2. What contrasts can be made between the loyalty of modern consumers and the disciples at the Last Supper?
3. How can you know if your heart is loyal to the Lord?

Additional Resources

These videos and materials are for your personal use. If you show videos in class, be sure to have the necessary rights to do so.

Music Video, Traditional: ["Holy, Holy, Holy Is the Lord"](#)

Music Video, Multicultural: ["Where You're Moving" by Benita Jones](#)

Music Video, Contemporary: ["Holding On to Your Love" by InSalvation](#)

[Guzik's Commentary on Matthew 26](#)

[Coffman's Commentary on Matthew 26](#)

[Pulpit Commentary on Matthew 26](#)