



THE PRODUCT/PROMOTION

The Treasure Principle Workshop

RELEASE DATE

July 2004

ORDERING INFORMATION

INDIVIDUALS

- Contact your local Christian Bookstore.
- Contact Crown directly at Crown.org/TheTreasurePrinciple or call 1-800-722-1976.

RETAIL STORES

- Contact Appalachian Distributors at 1-800-289-2772.

PRICING AND ITEM CODES

ITEM	ITEM CODE	ISBN	RETAIL PRICE
Workshop – VHS Edition	TP256	1-56427-159-5	\$100.00
Workshop – DVD Edition	TP257	1-56427-160-9	\$100.00
Student Workbook	TW258	1-56427-157-9	\$10.00
Leader's Guide	TL259	1-56427-158-7	\$13.00

OVERVIEW

Discover the Secret of Joyful Giving!

Most people can give significantly to the Kingdom of God, but they don't know how or haven't been taught the awesome eternal benefits of sowing into God's work on earth. Author Randy Alcorn calls it a hidden treasure, and we all must learn this life-changing principle to find that hidden treasure.

The Treasure Principle Workshop, the first study in Crown's new "Workshop in a Box" series, teaches the joy of giving. Some Bible studies use guilt as a motivation for giving; this one doesn't. In a dramatic teaching style, this video workshop literally inspires those who watch to learn the principles of giving in a way that causes lasting change.

FEATURES

The Treasure Principle Workshop is a complete kit that includes the following:

- 1 – student workbook with audio CD (one workbook recommended per individual or couple)
- 1 – leader’s guide with leader’s resource CD (the resource CD contains many helpful items such as posters, bulletin inserts, and PowerPoint® presentations to enhance the study)
- Your choice of 1 - VHS video set (2 tapes) or 1 - DVD video set (2 discs).

Using the same teaching material, it can be conveniently taught in three teaching formats (more detailed information is located in the “Teaching Formats” section below):

TEACHING FORMATS

- All-day workshop (1 – six-hour session)
- Weekend seminar (2 – half-day sessions)
- Six-week Bible study (6 – one-hour sessions)

No special leader training is required. Simply use the enclosed video and leader’s guide that is included in the workshop kit, and you’re ready to go!

SCRIPTURE APPLICATION

“Do not store up for yourselves treasures on earth, where moth and rust destroy, and where thieves break in and steal. But store up for yourselves treasures in heaven, where moth and rust do not destroy, and where thieves do not break in and steal. For where your treasure is, there your heart will be also.”

– (MATTHEW 6:19-21, NIV)

RELATED STATISTIC

“As a percentage of household income, giving to religious centers was about 2.2 percent of gross income. Overall, only 4 percent of American households gave ten percent or more of their income to their churches.”

Source: Giving to Churches Rose Substantially in 2003, Barna Research Group, www.Barna.org, April 13, 2004.

MARKETING SUPPORT

- Web support for this workshop can be found online at Crown.org/TheTreasurePrinciple. Included on the Web site are promotional resources such as posters, bulletin inserts, tickets, and more to help you organize and promote a successful workshop.
- Crown is promoting this new resource in all media outlets including print, radio, Web, and church market advertising.
- *The Treasure Principle* book (ISBN# 1576737802) is the basis for this video workshop. This small hardcover book is not included with the study and is not required as part of the study. However, it can be used as an optional reading supplement.

ORGANIZATION BACKGROUND

Crown Financial Ministries is the largest international nonprofit ministry teaching biblical principles of managing money.

Our vision is to see every follower of Christ in every nation faithfully living by God’s financial principles in every area of their lives.

Our mission is to equip people worldwide to learn, apply, and teach God’s financial principles so they will know Christ more intimately, be free to serve Him, and help fund the Great Commission.

Our major objective is to teach 300 million people worldwide to handle money from God’s perspective by September 2015.

To learn more about Crown Financial Ministries, contact us at Crown.org or call 1-800-722-1976.

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