



CROWN FINANCIAL MINISTRIES

CHURCH MANUAL “OVERVIEW”

by
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CROWN FINANCIAL MINISTRIES

Thank you for the opportunity to describe how to start a Crown Financial Ministries program in your church. Our mission is to equip people world-wide to learn, apply, and teach God's financial principle so they may know Christ more intimately, be free to serve Him, and help fund the Great Commission.

Crown is specifically designed to be led and administered within the local church. We serve thousands of churches that represent many denominations. This "Church Manual Overview" contains the basic information you will need to successfully begin and sustain the Crown program in your church. For more detailed information or to download the other sections of the Church Manual, visit Crown's website at www.crown.org.

Crown has a growing number of full-time State Directors and Local Directors and a network of volunteer staff (Local Contacts) who serve churches in communities around the country. To find the ones that serve your area, please visit www.crown.org.

Our promise to the church: Crown is a ministry God uses to raise the people and money necessary for churches to accomplish their unique mission and objectives. Two things are necessary for Crown to deliver this promise to a church: an effective Church Coordinator and a supportive Pastor.

The Church Coordinator is usually a layperson who is responsible to implement the Crown program within the church and is selected by the Pastor and church leadership. The Church Coordinator should have a genuine desire to help train others to handle money God's way. The Coordinator must have the ability to help recruit people to serve on the Crown Church Team.

The Pastor must actively support the program, promote Crown publicly, and encourage the Church Coordinator and the Church Team. Crown is specifically designed to require very little of the Pastor's time.

... to know Christ more intimately, be free to serve Him and help fund the Great Commission

To find the nearest Crown representative in your area, Visit crown.org and click on Find A Local Contact

Specifically designed to require very little of the Pastor's time



THE CROWN PROGRAM

Crown has designed a comprehensive program to equip people of all ages to handle money God's way. The costs of the studies are affordable.

Our promise to individuals: Crown is a ministry God uses to transform lives, reduce stress, improve marriages, and draw people closer to Christ through the application of biblical financial principles.

...transform lives,
reduce stress,
improve marriages,
and draw people
closer to Christ

FOR ADULTS

Crown offers four adult learning experiences to accommodate individual preferences and the different teaching methods used in churches.

- 1. Financial Seminars.** Seminars are the most efficient way to quickly expose many people to God's financial principles. Our live seminars are six to eight hours long, and each participant receives a manual. Crown will supply a trained seminar instructor who is a skilled communicator. Currently we have two live seminars: the *Journey to Financial Freedom Seminar* and the *Business by the Book Seminar*.
- 2. Small Group Studies.** These studies are the foundation to the entire Crown program in a church, because the greatest life change usually takes place in small groups. Participants are encouraged and held accountable to apply God's financial principles. Groups are limited to 12 people, including a leader and coleader, and meet for two hours once a week for 6 to 12 weeks. Topics include earning, giving, saving, spending, investing, getting out of debt, and training children to handle money. Training of the leaders is required. Currently we have four small group studies: a 10-week study for college students, the 10-week *Biblical Financial Study*, the 8-week *Business by the Book Small Group Study*, and the 6-week *Special Edition Small Group Study* (for people who have been entrusted with significant income or a high net worth).
- 3. Workshops in a Box.** These workshops are excellent for Sunday School classes or home Bible study groups. The *Discovering God's Way of Handling Money* series is comprised of eight, 20-minute videos, each taught by a gifted communicator. *The Treasure Principle Workshop* is a six-session video series teaching the secret of joyful giving. There is a group discussion after each video presentation. A student workbook and a helpful leader's manual are provided. Leaders facilitate the group discussions, and no leader training is required. More "Workshops in a Box" are coming in the future.
- 4. Budget Coach Training.** Budget coaches are trained to help people use a budget. This personal, one-on-one attention is necessary for many people to begin budgeting. The self-study budget coach training course requires about 25 hours of work and consists

The greatest life
change takes place
in small groups

Leaders facilitate
group discussions



of learning key financial and coaching principles and working on practical case studies. After completion of the self-study course, attending an optional six-hour workshop is strongly recommended.

FOR CHILDREN, TEENS, AND COLLEGE STUDENTS

Crown offers outstanding studies for children from ages five to college students. A helpful leader's guide accompanies each study. Children love these studies, and they learn principles that will set them on a life-long path of managing money wisely.

The studies for children may be taught in a variety of settings: one-on-one, in a small group, in a Sunday school class, or in a Christian school. No leader training is required for the children's and teen's studies.

1. ***The ABC's of Handling Money God's Way*** is for children 7 and younger. This book is full of activities to help make learning basic financial principles fun and exciting. It is designed to be very "hands on" because children this age learn from doing.
2. ***The Secret*** is for children ages 8 to 12. Four children with a financial challenge learn the secret of giving, saving, spending, and much more. The principles are imbedded in a story of adventure that captures and holds the attention of children.
3. ***The Teen Study*** uses creative graphics, such as cartoons, to cover practical topics: balancing a checkbook, choosing friends, and developing a résumé. This excellent study prepares teens to handle God's money in responsible ways.

Learn the secret of giving, saving, spending, and more

Using a checkbook, choosing friends, and developing a résumé



How to Start Crown in Your Church

The most important thing you can do to begin Crown in your church is to PRAY! Pray that God will open up doors, give you favor with the decision makers in the church, raise up students and leaders. And most importantly, pray that He shows you His will regarding the Crown program in your church. After all, God wants you to do His will and plans in your church; He is not interested in blessing your will and plans!

The most important thing you can do to begin Crown is pray!

1. Introduce Crown to Church Leadership.

Meet with the Pastor and appropriate church leadership to describe the program, answer any questions, seek permission to begin Crown, and encourage their participation in the program.

To help communicate the program, use the “Equipping the Entire Church to Handle Money God’s Way” brochure and the “Introducing Crown to Church Leadership” video (which is located on the *Biblical Financial Study* “Practical Application Workbook CD”). We recommend ordering a set of the materials for the leadership to review. Encourage the leaders to visit Crown’s website at www.crown.org. And if a Crown Field Staff person lives in your community (you can determine this at www.crown.org), invite him to your meeting.

Order a set of the materials from Crown for your church leadership to review

The most effective way to gain the full support of the Pastor and church leadership is to enroll them in Crown’s 10-week *Biblical Financial Study*. Some have conducted their small-group study over lunch and others in the evening. This will benefit them personally, and they will be able to recommend the program out of “the passion of experience.”

2. Recruit the Church Coordinator.

Once you have received permission to begin Crown, ask the church leadership to identify and help recruit the person they choose to serve as the Church Coordinator. The first Church Coordinator is often gifted at initiating this program but may not want to serve long term after Crown becomes well established.

Ask the church leadership to help identify and recruit a Church Coordinator

Choosing the right Church Coordinator is crucial. Certain criteria will assist in his or her selection:

- Needs to be able to work well with people.
- Should be respected by the Pastor and church leadership.
- Should not lead a fund-raising program within the church because Crown may be viewed merely as a program to raise money.

An Assistant Church Coordinator is also needed. These two are usually sufficient in churches with a smaller Crown program. For churches with a larger Crown program, a



Crown Church Team will need to be assembled as the ministry grows.

3. Decide on the Plan

Next, meet with the church leadership to determine how to start Crown in the church. For example, a church with a strong Sunday school emphasis may choose to start with a “Workshop in a Box” video series. The ultimate goal should be to train every person in the church to handle money God’s way.

SUGGESTED PLAN

The majority of the churches Crown serves have implemented the following plan.

- a. Start with small-group leader and budget coach training. This provides a base of leaders to begin the 10-week *Biblical Financial Study* and provides budget coaches to help those who need immediate assistance. Handpick the students for the first small groups. Some of the students should be church leaders and Pastors--to acquaint them with the study. And to expand the number of people qualified to lead the study, some of the students should have the potential to become small group leaders.
- b. Conduct the *Journey to Financial Freedom Seminar*, making it available to the entire church. This excellent seminar will acquaint people with the basic financial principles found in Scripture. The seminar should be used to recruit small group leaders and students and also budget coaches.
- c. The *Discovering God’s Way of Handling Money* video series can be conducted anytime in a Sunday school class or other group setting. This is another excellent way to recruit for the small groups and budget coaching ministry.
- d. The children’s, teen, and college student studies may be started anytime.

4. Implement the Plan

Once you decide on a plan, the next step is to start the program. If you have any questions, please refer to your Church Manual (which can be downloaded from the Crown website), contact the Crown Local Director or Local Contact in your area by visiting www.crown.org, or by calling Crown at 1-800-722-1976. Now, here’s how to begin.

- a. To begin the small group studies. You will need two leaders for each small group. Decide how many groups you want to begin; then recruit two leaders (from two family units) for each. “Small Group Leader Training” is required, and 6 to 8 hours of preparation are needed before the training session. To register for leader training, contact the Crown Local Director or Local Contact in your area, visit www.crown.org, or call Crown.

Start with a Small Group Leader and Budget Coach training

The seminar should be used to recruit Small Group leaders and students

Register for a Small Group Leader Training at crown.org

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- b. To train budget coaches. Decide how many budget coaches you need to serve your church (one coach for every 200 members is recommended). Then ask those who would be good coaches to consider serving in this capacity. Explain to them the requirement to be trained and the crucial role they will play in helping those who need to financial coaching. To register for budget coach training, contact the Crown Local Director or Local Contact in your area, visit www.crown.org, or call the budget coaching department at Crown. (Some communities with Crown Field Staff are training budget coaches in a 10-12 week small group setting.)
- c. To conduct the “*Journey to Financial Freedom Seminar*.” To schedule a financial seminar, led by a trained instructor, contact the Crown Local Director or Local Contact in your area, visit www.crown.org, or call Crown’s seminar department.
- d. To use the *Discovering God’s Way of Handling Money* video series in Sunday school classes, coordinate this effort with the Sunday school department leadership. Order the *Discovering God’s Way of Handling Money* videos and a leader’s manual for those who will facilitate each class’s discussion and one student workbook for each participant.
- e. To begin the children, teen, or college student studies. Coordinate this training with the youth department leadership in the church. The children’s and teens’ studies have an accompanying leader’s guide for leaders, but they do not require special training. Those who lead the *College Study* need to participate in the same “Small Group Leader Training” as the adult small group leaders.

Register for a
Budget Coach
Training at crown.org



How to Sustain Crown in Your Church

There are several things that must be done in order to grow the Crown program in the church.

- 1. Express Thanks.** You cannot thank volunteers too much or too often. For example, it is important for the Pastor and church leadership to write “thank you” letters, express gratitude to the leaders publicly from the pulpit, and schedule an annual leadership appreciation dinner for Crown volunteers.
- 2. Meet Periodically.** The Pastor and church leadership should meet at least twice a year with the Church Coordinator and the Crown Church Team to discuss progress and to determine future direction.
- 3. Build The Church Team.** In churches with a large Crown program, the Church Coordinator should build a Church Team who will serve together to implement Crown.

The Church Coordinator should pray for the Lord to bring forward people who have been deeply impacted by Crown; then offer them the opportunity to serve. The Coordinator builds relationships with the team members, because this is the glue that holds the team together. Don’t just interact with the team on the basis of accomplishing the job. Rather, encourage one another! Make it fun!

Every Church Coordinator should train an assistant who could become his or her replacement. The most common way for Crown to lose momentum in a church is for the Church Coordinator to be unable to perform when there is no trained assistant ready to serve. The number of Church Team members will vary according to the size of the church and the number of people involved with Crown.

Here are some suggested roles on the Church Team:

Administration. Those who serve in administration should be gifted in handling details. Their tasks might include communication, helping assemble small groups, scheduling seminars, ordering materials, and collecting registration monies.

Training. Those who love to teach and train others serve in this area. They oversee the small group leader and budget coach training and conduct the quality control visits to the small group studies.

Prayer. Prayer is foundational if Crown is to be implemented successfully. We recommend that an especially faithful person be selected to focus on the prayer effort.

Service. The purpose of the service role is to help sustain Crown by assisting and encouraging the volunteers. They are responsible to stay in contact and help the budget coaches and small group leaders.

Church leaders should meet with the Church Coordinator to determine the future direction of Crown in your church

Encourage one another and have fun



Promotion. The purpose of the promotional role is to make the local church aware of the Crown programs in a way that encourages involvement. Responsibilities include developing and executing a promotional strategy and manning signup tables during registration.

Youth. Those who have a desire to help children, teens, and college students serve by promoting and coordinating the use of these materials in Sunday school classes; by parents and grandparents; and, if the church sponsors a Christian school, by working with the leadership of the school.

Funding. The purpose of the funding role is to manage the money allocated by the church to support the Crown programs in the church. This financial support may include student scholarships, leadership training materials, leadership retreats and support for the local Crown Field Staff.

Budget coaches. Those who have a heart for one-on-one financial coaching are responsible for recruiting, training and nurturing budget coaches.

Seminars. The purpose of this role is to schedule and coordinate the *Journey to Financial Freedom Seminar* and other financial seminars in the church on a regular basis.

- 4. Attend Crown Retreats.** The church should consider providing scholarships for the Church Coordinator and key members of the Church Team to attend Crown retreats and workshops for training, encouragement and spiritual nourishment. Also, each year Crown hosts a three or four-day Crown Annual Reunion for Church Coordinators and Church Team members.
- 5. Integrate into the Church.** Integrate the Crown program into the overall church calendar.
- 6. Work with Crown Field Staff.** If there is Crown Field Staff member in your area, the Church Coordinator and Church Team should attend ongoing training events conducted by the Field Staff in your city or state.

The Crown Field Staff are there to assist you, so you will want to keep in touch with them regularly. Your church might consider becoming a “Crown Missionary Church” and help get the Crown program started in new churches. Also, your church might consider becoming a “Crown Referral Church” on the Crown local website. Finally, your church should consider supporting local Crown ministry, because the Field Staff are “faith funded” by churches, businesses and individuals.

Another way the Crown Field Staff can serve you is to create a personalized, financial education plan for your church. After gathering information about your church, our Field Staff will be able to recommend the right Crown solutions for your congregation.

Crown Field staff are there to assist you

Consider becoming a Crown Referral Church

Join the Centurion Challenge today at crown.org/centurion

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Contact your local Field Staff to schedule an appointment with your pastor and other key leaders in your church.

- 7. Recruit *Crown Centurions* in your Church.** Just as the Roman Centurion in Matthew 8 and Luke 7 oversaw 100 Roman soldiers, a Crown Centurion is a person who recognizes that they are stewards of all that God has given them. They also make a commitment to teach 100 people God's financial principles by September 15, 2015. This teaching can be done in Crown small groups, in seminar settings, in one-on-one budget coaching situations, etc. Our goal is to recruit 75,000 Crown Centurions who will each teach 100 or more people God's financial principles. Visit www.crown.org to get more information.



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MORE ABOUT CROWN

Christian Financial Concepts was founded in 1976 and merged with Crown Ministries in 2000 to become Crown Financial Ministries, an interdenominational, nonprofit ministry. As a result of God's blessings, it has grown it into the world's largest financial ministry. To read Crown's Statement of Faith, log on to www.crown.org.

Crown is a
interdenominational,
non-profit ministry

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Learn more about Crown in your area by visiting the Local Crown Web sites, found on www.crown.org. Find upcoming events, a Crown representative, or opportunities to get involved.

To order materials, visit www.crown.org or call 1-800-722-1976.

You can financially support the ministry of Crown by donating online at www.crown.org.

Crown is supported
by donations and the
sale of materials