



Khachkar Studios Briefing Packet #5 – Retention Quiz

This quiz should take approximately 20 minutes to complete (~1 minute per question). The minimum passing grade is 19 correct answers (90+%).

Why 21 Questions? In the Judeo-Christian tradition, 7 represents spiritual completeness, and 3 represents divine wholeness. Khachkar Studios selected 21 questions — 7×3 — to reflect the inspired ambition of this revitalization initiative.

- 1. What is the total investment Khachkar Studios is committing to revitalize the U.S. Armenian Christian Ecosystem?**
 - A. \$23 million
 - B. \$67 million
 - C. \$100 million
 - D. \$243 million
 - E. None of the above
- 2. How is this investment described in the context of religious philanthropy?**
 - A. The smallest religious investment in U.S. history
 - B. Comparable to military spending
 - C. One of the largest philanthropic investments in modern history to advance Judeo-Christian faith
 - D. A routine budget adjustment
 - E. None of the above
- 3. By what percentage does Khachkar Studios' \$100 million investment surpass the total religious spending of the four largest Armenian-founded foundations over the past 23 years?**
 - A. 100%
 - B. 250%
 - C. 400%
 - D. 500%
 - E. 623%
- 4. How many hours of senior management time, if any, will support this initiative?**
 - A. 1,000
 - B. 2,000
 - C. 3,000
 - D. 4,000
 - E. 5,000
- 5. How many skill areas are included in the management support?**
 - A. 8
 - B. 9
 - C. 10
 - D. 11
 - E. 12



- 6. By how many times will Khachkar Studios' "Good News" media spending exceed the total media spending of all Armenian religious organizations in the U.S. combined?**
 - A. 5x
 - B. 10x
 - C. 15x
 - D. 20x
 - E. 25x
- 7. Compared to the annual spending of all 164 U.S. Armenian churches, the \$100 million investment is what percentage?**
 - A. About equal
 - B. 243%
 - C. 50%
 - D. 10%
 - E. Unmeasurable
- 8. By how many times did the Armenian government increase spending in 2024 compared to 67 U.S. Armenian philanthropic organizations?**
 - A. 67
 - B. 100
 - C. 243
 - D. 338
 - E. 623
- 9. How many Body Parts are in the U.S. Armenian Christian Ecosystem?**
 - A. 5
 - B. 7
 - C. 10
 - D. 11
 - E. 12
- 10. What is the percentage of "Faithful" among U.S. Armenian Churches?**
 - A. 10%
 - B. 7%
 - C. 3%
 - D. 23%
 - E. 50%
- 11. A systemic misconception is that church attendance among Armenian Americans is as high as what percentage?**
 - A. 10%
 - B. 15%
 - C. 25%
 - D. 35%
 - E. 60%



- 12. Within the Dunning-Kruger framework, what best describes the current state of the U.S. Armenian Christian Ecosystem?**
- A. Peak of Mount “Worst Practices”
 - B. Valley of Reality
 - C. Slope of KPI Improvement
 - D. Pinnacle of Continuous Improvement
 - E. None of the above
- 13. What is one of the three near-term goals of the initiative?**
- A. Increase tithing to 10%
 - B. Build 20 new churches
 - C. Double the number of “Faithful”
 - D. Launch a TV station
 - E. None of the above
- 14. The initiative seeks to grow U.S. Armenian daily Bible readers by how much?**
- A. 500 to 10,000
 - B. 1,000 to 41,423
 - C. 3,000 to 6,000
 - D. 4,000 to 12,000
 - E. None of the above
- 15. What are the SROI goals for the U.S. and for the average "Good News" Pilot mentioned in the near-term goals?**
- A. 2.0x and 1.4x
 - B. 3.0x and 2.5x
 - C. 4.0x and 3.7x
 - D. 6.0x and 5.2x
 - E. 7.0x and 6.1x
- 16. How much can each pilot church or ministry receive over five years?**
- A. \$100,000
 - B. \$200,000
 - C. \$300,000 to \$400,000 or more
 - D. Less than \$100,000
 - E. None of the above
- 17. How many steps are included in the Khachkar Studios Financial Management Excellence?**
- A. 1
 - B. 2
 - C. 3
 - D. 4
 - E. 5



18. How many weeks of church-related income might the pilot funding represent?

- A. 2
- B. 10
- C. 16
- D. 20
- E. 26

19. How many variables are studied to assess pilot performance gaps?

- A. None
- B. 1
- C. 19
- D. 100
- E. Not disclosed

20. The initiative draws on how many years of Armenian Church-related materials, and has identified how many pervasive traits that yield $\leq 0\%$ SROI?

- A. 10 years and 7 pervasive traits
- B. 25 years and 4 pervasive traits
- C. 45 years and 2 pervasive traits
- D. 69 years and 10 pervasive traits
- E. 100 years and 50 pervasive traits

21. How does Khachkar Studios empower Christian role models?

- A. They do not focus on Christian role models
- B. Let the bottom decile continue to do what they are doing
- C. Through “Good News” education-training-retention (E-T-R)
- D. Shepherded by the financial discipline of world-class benchmarking and management excellence
- E. Both C and D.