



## 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 —  $7 \times 3$  — 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 13,808
  - C. 3,000 to 6,000
  - D. 4,000 to 12,000
  - E. None of the above
- 15. What is the SROI goal for the U.S. average “Good News” Pilot mentioned in the near-term goals?**
- A. 2.0x
  - B. 3.0x
  - C. 4.0x
  - D. 6.0x
  - E. 7.0x
- 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.