



Khachkar Studios Briefing Packet #5 Retention Quiz – Podcast

Date: _____

Location: _____

This quiz should take approximately 10 minutes to complete (~1 minute per question). The minimum passing grade is 9 correct answers (90+%).

- 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 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
- 3. 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
- 4. 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
- 5. 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



- 6. 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
- 7. 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
- 8. 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
- 9. How many steps are included in the Khachkar Studios Financial Management Excellence?**
- A. 1
 - B. 2
 - C. 3
 - D. 4
 - E. 5
- 10. 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.