



## **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 13,808
- 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.