



# Benchmark Sunday Invitations: Ratings 22 March 2026

Number of Churches Evaluated	11
Number of Evaluators	6
Score Range	0-15
Average Score (Mean)	8.29
Median Score	8.17
Highest Score	11.00
Lowest Score	5.83

#	Checklist Items	St. Nicholas Greek Orthodox Church - Lexington, MA	St. Sarkis Armenian Apostolic Church - Douglaston, NY	The Church of Holy Mother of God - Akhtala, Armenia	St. Sarkis Armenian Apostolic Church - Charlotte, NC	St. Mary Orthodox Church - Wichita, KS	Armenia Lacrosse Ministry	St. Mary Armenian Church - Hollywood, FL	St. Joseph Orthodox Church - Houston, TX	Christ the Saviour Orthodox Church, PA	Armenian Presbyterian Church - Paramus, NJ	Holy Cross, Armenian Catholic Church Belmont, MA
1	Clear invitation at the end – close with: "Bring a friend. Bring a family member." This will become a pilot's trademark. Best practice is to have 50% ages 18 to 29 in group trademark closing.	0	6	5	6	6	6	3	0	0	0	3
2	Length is short – total video length is 15-30 seconds.	6	3	3	2	0	0	1	0	0	1	0
3	Strong first 5 seconds – the opening immediately captures attention.	6	3	2	2	3	4	4	3	2	0	0
4	Voices are clear – audio is easy to hear and understand (no echo or distortion).	6	6	4	6	6	3	6	6	6	6	2
5	Audience connection – the message connects with 18 to 29 year-olds, especially women.	2	2	5	1	1	4	3	0	0	0	3
6	Warm and welcoming tone – the video feels friendly, sincere, and inviting.	5	3	6	3	6	6	6	6	2	6	2
7	Active environment – show an active, welcoming environment, avoid empty church shots.	6	1	1	1	2	0	4	1	1	0	1
8	Good lighting – lighting is bright and clear.	6	2	3	1	3	4	6	5	6	6	6
9	Mention the Sunday story – briefly mention the Bible or Gospel story that will be discussed.	5	6	5	6	5	5	6	6	6	6	6
10	Mention the lesson – state one clear insight or lesson people will learn.	6	6	5	6	5	5	4	4	5	3	5
11	Vertical video to optimize for mobile viewing. Very easy to see faces – including real people smiling and welcoming others.	6	6	6	5	1	6	0	6	4	6	0
12	Clear logistics – mention the starting time of Sunday and encourage viewers to check their local Armenian church.	6	6	2	6	5	4	6	6	6	5	4
13	Large subtitles placed in the most visible location, at either the top or bottom of the screen, in an easy-to-read font.	1	3	6	6	5	1	0	2	4	0	0
14	Post video Saturday AM on all Pilot's social media platforms and website: best practice is all 6 social media platforms (TikTok, Instagram, YouTube, Facebook, Telegram, and X.)	5	2	1	2	5	1	0	1	3	3	3
15	Send video Saturday AM to all on Pilot's email distribution list.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
<b>Total Score</b>		<b>66</b>	<b>55</b>	<b>54</b>	<b>53</b>	<b>53</b>	<b>49</b>	<b>49</b>	<b>46</b>	<b>45</b>	<b>42</b>	<b>35</b>
<b>Average Score (0 to 15):</b>		<b>11.00</b>	<b>9.17</b>	<b>9.00</b>	<b>8.83</b>	<b>8.83</b>	<b>8.17</b>	<b>8.17</b>	<b>7.67</b>	<b>7.50</b>	<b>7.00</b>	<b>5.83</b>