

DIGITAL OUTREACH BENCHMARKS

Mission: Reach 35,000 U.S. Armenian Women Ages 18-29



OUR MISSION

Empower Armenian Christian leaders, especially women aged 18 to 29, to transform our churches, strengthen our faith, and build a vibrant future rooted in Christ and our heritage.



These are the two most meaningful numbers that define our mission and our opportunity.



35,000
TOTAL
U.S. Armenian Women
Ages 18-29



246
ATTEND
Church Every Sunday



34,181
DO NOT ATTEND
Church Every Sunday

993 PER 1,000



THESE ARE YOUR
DIGITAL ASSETS
– the audience
you have built
over time.



THESE ARE YOUR
WEEKLY REACH
– how many people
you are reaching
each week.



FOLLOWERS / SUBSCRIBERS

Platform	% of Parish Digital Audience	Top Quartile (Top Decile)	Median (parish)	Bottom Quartile (25th Percentile)
TikTok – Followers	25%	2,500	1,250	500
Instagram – Followers	30%	3,000	1,500	600
YouTube – Subscribers	18%	1,800	900	350
Facebook – Followers	17%	1,700	850	300
Telegram – Subscribers	7%	700	350	150
X – Followers	3%	300	150	50
TOTAL	100%	10,000	5,000	1,950



WEEKLY VIEWS

Platform	% of Parish Digital Audience	Top Quartile (Top Decile)	Median (parish)	Bottom Quartile (25th Percentile)
TikTok – Weekly Views	35%	15,000	7,500	3,000
Instagram – Weekly Views	25%	10,500	5,250	2,100
YouTube – Weekly Views	18%	7,500	3,750	1,500
Facebook – Weekly Views	12%	5,000	2,500	1,000
Telegram – Weekly Views	6%	2,500	1,250	500
X – Weekly Views	4%	1,500	750	300
TOTAL	100%	42,000	21,000	8,400

HOW WE COMPARE: U.S. CHRISTIAN GROUPS PER 1,000 PEOPLE



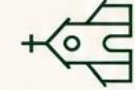
U.S. ARMENIANS RANK
NEXT TO LAST PLACE,
22ND OF 23
AMONG U.S. ORTHODOX
CHRISTIAN GROUPS.



“Do not conform to the pattern of this world, but be transformed by the renewing of your mind.”
— Romans 12:2



TARGET AUDIENCE:
U.S. Armenian women
ages 18-29 are the primary
focus of our outreach
mission.



ABOUT THESE BENCHMARKS
Percentages reflect the distribution of our parish's digital audience across platforms. Benchmark values represent illustrative top decile, median, and bottom quartile parishes.



WHY TOP DECILE?
These benchmarks reflect parishes in the top 10% for attendance, engagement, and outreach effectiveness.



USE THESE KPIS TO IMPROVE
✓ Set measurable goals
✓ Track your progress
✓ Improve outreach impact
✓ Reach more souls for Christ



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