

Holy Cross Armenian Catholic Church (Belmont, MA) **2025 Financial Transparency Analysis – 60 Second Script**

Below is a 60-second script + storyboard fully aligned with Khachkar Studios:

- press release language
- “TAP” framework
- high retention + clarity
- ambassador repeatability

Core Objective

One idea remembered: Financial transparency helps churches grow.

Scene 1 (0–4 sec) – OPENING HOOK

Visual:

Soft sunrise over Armenian church exterior. Bell tower silhouette. Slow cinematic movement.

Audio:

Soft Armenian church bell.

On-Screen Text (LEFT):

Does your church openly share
its finances?

Narration:

“Ask yourself: does your Armenian church openly share its finances with its community?”

Scene 2 (4–10 sec) – THE DATA

Visual:

Church members gathering. Quiet candid shots. Financial documents softly visible on table.

On-Screen Text (LEFT, bold):

TRANSPARENCY
MATTERS

Narration:

“Because the data says it matters – more than almost anything else.”

Scene 3 (10–20 sec) – RESEARCH AUTHORITY

Visual:

Elegant animated charts and statistics appearing on screen.

On-Screen Text (CENTER):

2025 Survey

35,000 U.S. Catholics

Then sequential text reveals:

0.94 Correlation

Transparency ↔ Attendance

Narration:

“A 2025 survey of 35,000 U.S. Catholic parishioners found that financial transparency and church attendance are correlated at 0.94 – one of the strongest relationships in all of parish research.”

Scene 4 (20–30 sec) – CONTRAST

Visual:

Split-screen contrast:

LEFT = active church fellowship

RIGHT = empty pews

On-Screen Text (LEFT):

Excellent Transparency

87% Recommend

On-Screen Text (RIGHT, red emphasis):

No Transparency

Only 20% Recommend

Narration:

“Where transparency is excellent, 87% of members strongly recommend their church. Where it is absent, only 20% do.”

Scene 5 (30–42 sec) – ST. SAHAG PRESENTATION

Visual:

Professional presentation footage. Slides. Parish leadership. Church interior. Financial dashboard graphics.

On-Screen Text (LEFT):

Most Rigorous Financial Transparency Presentation

Ever Delivered to a U.S. Armenian Parish

Narration:

“Khachkar Studios has now produced the most rigorous financial transparency presentation ever delivered to a U.S. Armenian parish – for Holy Cross Armenian Catholic Church in Belmont, Massachusetts.”

Scene 6 (42–50 sec) – WHAT VIEWERS WILL LEARN

Visual:

Animated sequence of charts, growth arrows, benchmark comparisons.

On-Screen Text (LEFT):

- World-Class Benchmarks

- Where the Church Stands
- 7 Steps to Double Growth

Narration:

“It reveals where the church stands, how it compares to world-class benchmarks, and the seven concrete steps any parish can take to double its faithful in five years.”

Scene 7 (50–57 sec) – EMOTIONAL CLOSE

Visual:

Families leaving church together. Children. Candles. Armenian cross-stones. Warm community scenes.

On-Screen Text (CENTER):

The Future of Armenian Churches
Depends on Leadership

Narration:

“If you care about the future of Armenian church communities in America, this presentation is for you.”

Scene 8 (57–60 sec) – CALL TO ACTION

Visual:

Khachkar Studios branding + website + clean ending frame.

On-Screen Text (LEFT, key words red):

Watch the Full Presentation
khachkarstudios.com

Narration:

“Watch the full presentation at khachkarstudios.com.”

Scene 9 (60–70 sec) – STUDIO LOGO

Visual:

Insert Studio Logo A

(<https://khachkarstudios.com/wp-content/uploads/Studio-Logo-A.mp4>)