



KHACHKAR STUDIOS

EMPOWERING GOOD NEWS

I-SROI BRIEFING MEMO: SUNDAY INVITE VIDEO 15 POINTS CHECKLIST

Date: 23 March 2026

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Purpose: Bring best practices and KPI management to Saturday social media video clips inviting all to church this Sunday

Before posting each Saturday morning “Bring a Friend, Bring a Family Member” video, use the checklist below to assess where the KPI best practices score on the 0 to 15 scale. For each item, assign 1 if the criterion is fully met, or 0 if it is not met.

Rating (0 = does not meet criteria, 1 = meets criteria)

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.
2. Length is short – total video length is 15-30 seconds.
3. Strong first 5 seconds – the opening immediately captures attention.
4. Voices are clear – audio is easy to hear and understand (no echo or distortion).
5. Audience connection – the message connects with 18 to 29 year-olds, especially women.
6. Warm and welcoming tone – the video feels friendly, sincere, and inviting.
7. Active environment – show an active, welcoming environment, avoid empty church shots.
8. Good lighting – lighting is bright and clear.
9. Mention the Sunday story – briefly mention the Bible or Gospel story that will be discussed.
10. Mention the lesson – state one clear insight or lesson people will learn.
11. Vertical video to optimize for mobile viewing. Very easy to see faces – including real people smiling and welcoming others.
12. Clear logistics – mention the starting time of Sunday and encourage viewers to check their local Armenian church.
13. Large subtitles placed in the most visible location, at either the top or bottom of the screen, in an easy-to-read font.
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.)
15. Send video Saturday AM to all on Pilot’s email distribution list.

Total (0 to 15):