



KHACHKAR STUDIOS
EMPOWERING GOOD NEWS

INFINITE SROI MEMO: UNLOCKING THE FAITH POTENTIAL OF 18–29-YEAR-OLD ARMENIANS IN THE GREATER BOSTON AREA (THE “FERTILE CRESCENT”)

WORKING DRAFT

Date: March 2026

Target: 18 to 29 year-olds in the greater Boston area (the “Fertile Crescent”)

Strategic Objective: Activate and retain high-potential 18 to 29 year-old Armenian Americans (especially females) - the most under-engaged and most critical demographic for long-term church vitality - by focusing on those within driving/transit range of Holy Cross Armenian Catholic Church in the greater Boston area (the “Fertile Crescent”).

Target Cohorts

Group #1: Local 18 to 29 Year-Old Armenians living at Home (especially females). Estimated Population: could be the largest east of the Mississippi; Profile: Live in Belmont, Watertown, Waltham, Cambridge, and surrounding towns (the “Fertile Crescent”); Many are 2nd or 3rd generation Armenian Americans; Culturally Armenian but disconnected from weekly faith practice; Key Challenge: Lack of compelling weekly engagement; Competing commitments (work, gym, social life, etc.); High-Impact Interventions: Sunday “Faith & Fellowship” formats (30-min liturgy + 30-min conversation); Role model storytelling (Khachkar Studios clips); Small-group Bible & dinner sessions in homes or cafés.

Group #2: Armenian College Students (especially females) at Nearby Colleges (the “Fertile Crescent”). Within a 15 – 25 minute radius of Holy Cross lies what we can call Boston’s modern Armenian “fertile crescent” – a dense concentration of universities forming the most strategic spiritual growth zone in New England.

15 Colleges within 15 – 25 minutes of Holy Cross

#	College	Largest Subscribers on Digital Platforms	Distance to Holy Cross Church (Miles)	Estimated travel time by car (Minutes)	Estimated travel time with public transport (Minutes)
1	Armenian Students Association of Boston	1,127	8	22	53
2	Armenian Students' Association of America Inc.	381	7	20	36
3	Babson College	n.a.	10	24	113
4	Bentley University	1,000	5	5	40
5	Boston College	617	5	15	76
6	Boston University	1,000	6	18	64
7	Brandeis University	n.a.	5	15	23
8	Bunker Hill Community College	n.a.	6	25	50
9	Emerson College	n.a.	10	25	50
10	Emmanuel College	n.a.	8	18	67
11	Harvard College	1,203	4	13	40
12	Harvard Law School	1,000	4	12	40
13	Lasell University	n.a.	5	13	43
14	MIT	1,082	6	16	57
15	Tufts University	412	5	18	63

Total	7,822			
Median	1,000	6	18	50
Average	869	6	17	54
Minimum	381	4	5	23
Maximum	1,203	10	25	113

Estimated Total Armenian Students (with Armenian mother or father): 380 to 725 students. This academic “fertile crescent” represents one of the highest concentrations of Armenian young adults in the United States – gathered, reachable, and within transit distance of a single parish. Key Challenge: Lack of awareness that a nearby Armenian church exists; No compelling draw to leave campus on Sunday. High-Impact Interventions: Launch a Khachkar Fellows program (1–2 students per school as faith ambassadors); Weekly carpool or rideshare system to Badarak + brunch; “Covenant Sundays”, a 60-minute event built for college retention: faith + food + friendship; Digital touchpoints: Bible app, 2-minute clips, WhatsApp spiritual support.

Projected Social Return on Investment (SROI)

Metric	Baseline	Year 1 Goal
Weekly 18–29 Attendees	~3	10
Bible Readers (Daily App)	0	15
Student Ambassadors Recruited	0	4
Monthly Group Meetings	0	2

Closing Thought: The Boston university corridor is not random geography – it is a providential fertile crescent. What ancient Mesopotamia was to civilization, this cluster of campuses can be to the renewal of Armenian Christian life in America. Reaching these two groups is not a “nice to have” – it is a now or never opportunity to reignite a future for Armenian Christianity in the U.S. Their faith, creativity, and networks are the ecosystem’s most undervalued assets. Khachkar Studios is ready to serve. Let’s move from hope to high-performance.

Attachment A

Contact Persons

#	College/University Name	Armenian Student Clubs/ Associations (with website URL)	Number of Members	Est. # of Armenian Students	Name	Title	Email Address
1	Armenian Students Association of Boston	Armenian Students Association of Boston	n.a.	n.a.	n.a.	n.a.	armenianstudentsboston@gmail.com
2	Armenian Students' Association of America Inc.	https://www.asainc.org	n.a.	46 scholarships in 2025	Brian Assadourian	Chairperson	n.a.
3	Babson College	n.a.	n.a.	30-60	n.a.	n.a.	n.a.
4	Bentley University	Armenian Student Association	100	40-70	Alex Hananyan	President	armenianstudentassociation@bentley.edu
5	Boston College	Boston College Armenian Club	n.a.	30-60	Taline Deukmedjian and Sonja Bardakjian	Club Representatives	bowmancenter@bc.edu
6	Boston University	Armenian Students Association	n.a.	80-150	Kevork Hamparian	President	asa@bu.edu
7	Brandeis University	Armenian Students' Association	6	25-50	Ani Poghosyan	President	n.a.
8	Bunker Hill Community College	n.a.	n.a.	10-30	n.a.	n.a.	n.a.
9	Emerson College	n.a.	n.a.	25-40	n.a.	n.a.	n.a.
10	Emmanuel College	n.a.	n.a.	10-20	n.a.	n.a.	n.a.
11	Harvard College	Harvard Armenian Student Association (ASA)	n.a.	n.a.	n.a.	n.a.	n.a.
12	Harvard Law School	Harvard Law School Armenian Students Association (ALSA)	n.a.	50-100	Michael Astourian	Co-President	alsa@mail.law.harvard.edu
13	Lasell University	n.a.	n.a.	10-20	n.a.	n.a.	n.a.
14	MIT	MIT Armenian Society	30	30-45	Leonid Asatryan	Officer	mitas_officers@mit.edu
15	Tufts University	Tufts Armenian Student Association	50	40-80	Kyle Pidejian	Co-President	n.a.

Attachment B

Social Media Platforms

#	College/ University Name	Armenian Student Clubs/ Associations (with website URL)	Number of Members	Est. # of Armenian Students	Facebook		Instagram		Youtube		X		TikTok	
					URL	# of Followers / Subscribers	URL	# of Followers / Subscribers	URL	# of Followers / Subscribers	URL	# of Followers / Subscribers	URL	# of Followers / Subscribers
1	Armenian Students Association of Boston	Armenian Students Association of Boston	n.a.	n.a.	Yes	1,127	Yes	1,009	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
2	Armenian Students' Association of America Inc.	https://www.asainc.org	n.a.	46 scholarships in 2025	Yes	381	Yes	60	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
3	Babson College	n.a.	n.a.	30-60	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
4	Bentley University	Armenian Student Association	100	40-70	Yes	1,000	Yes	626	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
5	Boston College	Boston College Armenian Club	n.a.	30-60	Yes	121	Yes	617	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
6	Boston University	Armenian Students Association	n.a.	80-150	Yes	1,000	Yes	694	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
7	Brandeis University	Armenian Students' Association	6	25-50	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
8	Bunker Hill Community College	n.a.	n.a.	10-30	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
9	Emerson College	n.a.	n.a.	25-40	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
10	Emmanuel College	n.a.	n.a.	10-20	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
11	Harvard College	Harvard Armenian Student Association (ASA)	n.a.	n.a.	Yes	1,203	Yes	490	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
12	Harvard Law School	Harvard Law School Armenian Students Association (ALSA)	n.a.	50-100	Yes	1,000	Yes	832	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
13	Lasell University	n.a.	n.a.	10-20	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
14	MIT	MIT Armenian Society	30	30-45	Yes	1,082	Yes	312	Yes	224	n.a.	n.a.	n.a.	n.a.
15	Tufts University	Tufts Armenian Student Association	50	40-80	Yes	63	Yes	412	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.

Total		380-725	
Total		6,977	5,052
Median		1,000	617
Average		775	561
Minimum		63	60
Maximum		1,203	1,009

Attachment C

Armenian Churches in the Boston Metro Area ("The Fertile Crescent")

#	State	City	Church Name	Affiliation	Address	Phone Number	Average Non-Holiday Sunday Attendance	Church Capacity	Website	Facebook / LinkedIn	Instagram	On the 106 surveyed churches list? Yes or No	Church ID#
1	Massachusetts	Belmont	First Armenian Church	Evangelical	380 Concord Ave #1, Belmont, MA 02478	+1 617-484-4779	33	180	https://www.facebook.com/FirstArmenianChurch/	https://www.facebook.com/FirstArmenianChurch/	https://www.instagram.com/explore/locations/341423483/first-armenian-church/	Yes	53
2	Massachusetts	Belmont	Holy Cross Armenian Catholic Church	Catholic	200 Lexington St, Belmont, MA 02478	+1 617-489-2280	75	125	https://holycrossarmenian.com/	https://www.facebook.com/BostonArmenianCatholic/	n.a.	Yes	54
3	Massachusetts	Cambridge	Holy Trinity Armenian Church	Eastern Diocese	145 Brattle St, Cambridge, MA 02138	+1 617-354-0632	51	400	https://htaac.org/	https://www.facebook.com/HTAAC/	https://www.instagram.com/htaac/	Yes	55
4	Massachusetts	Watertown	St. James Armenian Church	Eastern Diocese	465 Mt Auburn St, Watertown, MA 02472	+1 617-923-8860	143	196	https://stjameswatertown.org/	n.a.	n.a.	Yes	60
5	Massachusetts	Watertown	Armenian Memorial Church	Evangelical	32 Bigelow Ave, Watertown, MA 02472	+1 617-923-0498	28	112	https://www.armenianmemorialchurch.org/	https://www.facebook.com/armenianmemorialchurch/	https://www.instagram.com/armenianmemorialchurch/	Yes	61
6	Massachusetts	Watertown	St. Stephen Armenian Church	Eastern Prelacy	38 Elton Ave, Watertown, MA 02472	+1 617-924-7562	110	196	https://soorpstepanos.org/	https://www.facebook.com/soorpstepanos/	https://www.instagram.com/ststephenschurchwatertown/	Yes	62

Total	440	1,209
Median	63	188
Average	73	202
Max	143	400
Min	28	112

Attachment D

Travel Times from Boston Universities to 6 Armenian Churches in the Boston Metro Area ("The Fertile Crescent")

Estimated travel times in minutes (Sunday morning)

#	College/University Name	6 "Fertile Crescent" Churches		Belmont		Belmont		Cambridge		Watertown		Watertown		Watertown	
		Public Transport (Median)	Car (Median)	Public Transport	Car	Holy Cross Armenian Catholic Church	Holy Trinity Armenian Church	Public Transport	Car	St. James Armenian Church	Public Transport	Car	Armenian Memorial Church	Public Transport	Car
				First Armenian Church											
1	Armenian Students Association of Boston	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
2	Armenian Students' Association of America Inc.	54	21	31	16	36	20	44	22	68	20	63	22	63	22
3	Babson College	95	24	129	24	113	24	105	26	81	24	84	24	85	24
4	Bentley University	52	11	36	8	40	5	73	16	57	10	52	12	52	12
5	Boston College	66	13	74	18	76	15	59	14	51	12	65	12	66	12
6	Boston University	53	14	68	22	64	18	47	12	48	14	52	14	53	14
7	Brandeis University	42	18	19	17	23	15	48	21	41	17	43	19	44	19
8	Bunker Hill Community College	49	19	33	24	50	25	43	18	57	19	54	18	47	18
9	Emerson College	42	20	41	25	50	25	35	17	41	20	42	18	44	19
10	Emmanuel College	66	16	72	22	67	18	55	14	66	16	65	16	66	16
11	Harvard College	20	11	27	16	40	13	15	5	19	12	18	10	20	10
12	Harvard Law School	26	8	40	14	40	12	n.a.	2	26	8	24	8	24	8
13	Lasell University	84	16	100	18	43	13	88	18	91	14	79	16	79	16
14	MIT	30	13	24	18	57	16	21	9	30	14	30	12	31	12
15	Tufts University	45	17	52	14	63	18	37	12	44	18	44	16	45	18
	Median	50	16	41	18	50	17	47	15	50	15	52	16	50	16
	Average	52	16	53	18	54	17	52	15	51	16	51	16	51	16
	Minimum	15	2	19	8	23	5	15	2	19	8	18	8	20	8
	Maximum	129	26	129	25	113	25	105	26	91	24	84	24	85	24

Attachment E

Contact E-mail Draft

Email subject: Connecting Armenian Students with Faith, Fellowship & Opportunity in Boston

Dear **[Name]**,

I hope you're doing well! I'm reaching out from Holy Cross Armenian Catholic Church in Belmont.

We're working on a new initiative to better connect Armenian college students in the Boston area with faith, friendship, and leadership opportunities – in a way that actually fits student life.

Many students don't realize there's an Armenian church just minutes away. This semester, we're launching simple, student-focused gatherings (faith + food + real conversation), plus optional rides to church and a small campus ambassador program for those who want to take on a leadership role.

We'd love to collaborate with **[University Name]**'s Armenian Student Association — whether that's a quick intro at one of your meetings, co-hosting a social night, or just sharing info with your members.

If you're open to it, could we set up a quick 15-minute call to explore ideas?

Looking forward to connecting – this generation has so much potential, and we'd love to build something meaningful together.

Best,

[Name]

[Title]

Holy Cross Armenian Catholic Church

[Phone]

[Email]