



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 – 30 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.

17 Colleges within 15 – 30 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

#	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)
16	UMass Boston	29,000	13	25	75
17	UMass Lowell	30,000	21	30	90
Total		66,822			
Median		1,000	6	18	53
Average		6,075	8	19	58
Minimum		381	4	5	23
Maximum		30,000	21	30	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.