



KHACHKAR STUDIOS

EMPOWERING GOOD NEWS

I-SROI MEMO: BEHAVIORALLY OPTIMIZED MESSAGING: WHY “BRING A FRIEND, BRING A FAMILY MEMBER” WORKS

Date: May 15, 2026

From a behavioral science perspective, “Bring a friend, bring a family member” is substantially stronger than saying “Bring a friend or a family member.”

The weaker version uses the word “bring” only once and frames the action as a single optional choice. The listener subconsciously processes the statement more passively.

In contrast, repeating the word “bring” twice creates rhythm, emphasis, and a poetic cadence that strengthens cognitive retention and increases the probability of behavioral action. Repetition reinforces the desired behavior in the brain and makes the phrase significantly more memorable and repeatable.

The structure also increases the likelihood the phrase will later be repeated accurately by others. Short rhythmic repetition is a well-established behavioral communication technique used in high-retention messaging, advertising, sermons, political campaigns, and military recruiting.

The order is important as well. In many communities, a very large percentage of first-time Sunday attendees initially come with a friend. Friends often reduce social anxiety, increase confidence, and create immediate social comfort. Family participation then helps strengthen continuity, accountability, and long-term attendance habits.

Evidence consistently shows that most new attendees come through personal relationships, and continued attendance becomes far more likely when individuals remain connected through friends or family members. In some communities, as many as 80% of new attendees first arrive with a friend, and a similarly high percentage of continuing attendees maintain participation because of ongoing relational connection.

“Bring a friend, bring a family member” therefore operates not merely as wording, but as a behaviorally optimized call to action designed to increase:

1. **Retention of the message**
2. **Probability of behavioral action**
3. **Accuracy of repetition**
4. **Social reinforcement**
5. **Long-term Sunday attendance outcomes**

The phrase is intentionally crafted to move beyond awareness and toward measurable behavioral change.