



KHACHKAR STUDIOS
EMPOWERING GOOD NEWS

“BRING A FRIEND. BRING A FAMILY MEMBER.”

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These six words have the potential to become the signature invitation of a movement. Their strength lies in their simplicity.

The repeated verb—Bring—creates rhythm, clarity, and memorability. It tells people exactly what to do. Many of the world’s most successful marketing campaigns and public-awareness initiatives have achieved lasting impact through simple, memorable language that was repeated consistently over many years. Consider some of the most recognizable examples:

- * “Think Different.” — Apple
- * “Just Do It.” — Nike
- * “Have a Break. Have a KitKat.” — KitKat
- * “Reduce. Reuse. Recycle.” — One of the world’s best-known environmental campaigns.
- * “Live. Laugh. Love.” — A simple three-part message recognized around the world.
- * “Buy One. Get One.” — A retail call to action that has become instantly recognizable across industries.

While each is different, they share common characteristics: they are short, memorable, action-oriented, and easy to repeat. Over time, they become part of an organization’s identity. Equally important, “Bring a family member” sets a realistic expectation. Asking someone to “bring your family” can feel like too high a hurdle. Asking them to bring one family member is personal, achievable, and much more likely to inspire action.

There is another important advantage. Research and practical experience across churches consistently suggest that women are often the primary connectors within families and communities. A simple invitation such as “Bring a friend. Bring a family member.” is especially well suited to this dynamic because it encourages personal relationships rather than mass recruitment. It is warm, welcoming, and relational rather than institutional. For young women—who frequently influence family participation, friendships, and community engagement—the message feels authentic and achievable. A single invitation from a trusted friend or family member can become the first step toward a lifelong relationship with the Church.

The invitation also expands naturally:

Bring a friend. Bring a family member.

First, think of someone outside your family. Then, think of someone within your family. The parallel structure makes the message remarkably easy to remember.

Each week, every member of the faithful has two simple opportunities:

- * Bring a friend.
- * Bring a family member.

If thousands of Armenians embrace this habit, the cumulative impact could be extraordinary. Church revitalization often begins with one personal invitation. Used consistently on every poster, billboard, social media post, email, website, video, presentation, and church announcement, these six words can become part of the identity of a movement, just as “Just Do It” became inseparable from Nike.

Great movements are often remembered by a few simple words that inspire millions of individual actions.

Bring a friend. Bring a family member.