



KHACHKAR STUDIOS
EMPOWERING GOOD NEWS

I-SROI MEMO: 2026 WEEKLY FAITHFUL ATTENDANCE COUNT – INSTRUCTIONS

Date: January 2026

Purpose: Below are summary instructions to confirm the proper methodology for counting weekly non-holiday attendance, which Khachkar Studios refers to as the “Faithful”.

1. Timing of the Count:

- The attendance count **must be conducted during the sermon**.
- This moment is chosen because the congregation is typically settled and attendance is most stable.

2. Who Must Be Counted as “Faithful”:

Please include all individuals physically present in the church during the sermon, specifically:

- “Faithful” seated in the pews
- “Faithful” standing
- Deacons
- Choir members
- The priest(s)

Important clarification:

The priest is included in the count because he is an integral part of the Armenian community and population. The purpose of this count is demographic, not seating-based, and therefore includes all Armenian participants present during the service. The addition will have little impact on the percentage; both are methodologically sound.

3. Age-Specific Data (Required)

In addition to the total number of “Faithful”, please provide:

- The total number of “Faithful” aged 18–29
- Within that 18–29 age group, the number of female “Faithful”

These figures are essential for understanding youth participation and demographic trends within the Armenian Church community.

4. Reporting

- Counts should be completed every week using the same method for consistency.
- Please ensure the numbers are as accurate as possible.
- The average weekly number of “Faithful” should be reported in the top corner of the church’s weekly bulletin, including a “+” or “–” comparison against the media non-holiday weekly Faithful count from the prior year.
- Weekly “Faithful” counts and age-group data are best practice recorded in a Khachkar Studios supplied app or similar mobile alternative, including the following fields:
 - Date of the service, which may be automatic in the app.
 - Total number of “Faithful”
 - Total number of “Faithful” aged 18–29
 - Number of female “Faithful” within the 18–29 age group