



KHACHKAR STUDIOS

EMPOWERING GOOD NEWS

I-SROI MEMO: MOTIVATING U.S. FEMALES AGED 18–29 TO ATTEND OR INVITE A FRIEND TO CHURCH

Date: January 2026

This memo provides constructive and encouraging feedback on a recent invitation video recorded by a priest in an Armenian church. The video is intended to help increase attendance and peer invitations, specifically targeting U.S.-based Armenian females aged 18–29, a group with currently only 0.7% weekly attendance.

Positive Progress:

Message Content: The video makes direct mention of the importance of inviting a friend, which is a strong behavioral prompt.

Visual Setting: The priest is clearly visible, centered, and framed professionally, demonstrating a good foundation for digital outreach.

Tone: The speaker exhibits warmth and calmness, important for faith communication and building trust.

Progress: Compared to prior communications, this is a continued step forward in digital clergy engagement.

Constructive Areas for Improvement (Framed for Growth):

1. **Empty Church & Pews (Visual Signal):** The setting communicates the absence of community. For younger audiences, it may reinforce the impression that no one their age attends. Suggestion: Include at least 2–3 parishioners in the frame or background, ideally of different ages—especially 18–29-year-old women.
2. **Invitation Framing (“I” vs. “We”):** The current video uses personal pronouns (“I invite you”), which feels limited in scale. When inviting others, we intentionally use the word ‘we’—because “We” signals belonging, shared purpose, and safety, making it far more likely that young women (especially ages 18–29) will say yes and attend. Suggestion: Reframe as “We, your church family, invite you, your family and your friends” — belonging and collective warmth.
3. **Standing vs. Sitting:** Sitting may unintentionally convey passivity or lecture mode. Suggestion: A standing invitation—perhaps locations that suggest hospitality and action.
4. **Tone and Language Complexity:** The theological or technical phrasing risks low retention, especially among unchurched or culturally disconnected younger women. Suggestion: Use emotional, repeatable, and short phrases: “Come feel the peace,” “Try one Sunday—just one,” or “Meet one new friend, hear one message of hope. Avoid speaking to oneself with high-level words, phrases, and concepts.
5. **Video Length and Structure:** Best practice for digital-first engagement is under 30 seconds, especially for Gen Z. Suggestion: Create a tight 20–30 second version, even if longer edits are also used.
6. **Video Orientation (Platform Compatibility):** To maximize reach and performance across major social media platforms, the video should be recorded in vertical (9:16) format rather than horizontal.
7. **Authenticity vs. Scripting:** The video walks a line between reading and spontaneous speaking. Suggestion: Either embrace full scripting (but polished with emotion), or go fully natural with pauses, smiles, and slight imperfections that build authenticity.
8. **Absence of Young People:** Not including any visible 18–29-year-old women undermines the invitation’s relevance for this group. Suggestion: Include even a brief cameo of a young woman or women lighting a candle or smiling as they enter, or best yet speaking—this raises perceived invitation authenticity dramatically.

Comparative Impact Estimate: If presented to a panel of 100 Armenian American women aged 18–29 and asked: “How motivated would you be to attend or invite a friend after watching this video?”

The estimated motivational response scores are: Motivation Score (0–100%); Current Priest-Only Video 10–20%; Father A + Two Young Women 70–90%; Two Armenian Lacrosse Women (direct peer appeal) 85–95%. The priest’s effort is commendable and courageous—a real step toward the kind of digital outreach that will shape the next generation of faithful Armenian Christians. With just a few structural shifts, especially involving young role models, shorter format, and community framing—this message can become truly powerful.