



**KHACHKAR STUDIOS**  
EMPOWERING GOOD NEWS

## INFINITE SROI MEMO: UNLOCKING THE FAITH POTENTIAL OF 18–29-YEAR-OLD ARMENIANS IN GREATER BOSTON AREA

**Date:** January 2026

**Target:** 18 to 29 year-olds in greater Boston area

**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.

### Target Cohorts

**Group #1:** Local 18 to 29 Year-Old Armenians Living at Home (especially females). Estimated Population: ~2,000–3,000; Profile: Live in Belmont, Watertown, Waltham, Cambridge, and surrounding towns; 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.

### 11 Colleges within 15–25 minutes of Holy Cross

#	College	Est. Armenian Students
1	Harvard University	50–100
2	Tufts University	40–80
3	Boston College	30–60
4	Brandeis University	25–50
5	Bentley University	40–70
6	Boston University	80–150
7	Lasell University	10–20
8	Bunker Hill Community College	10–30
9	Emmanuel College	10–20
10	Babson College	30–60
11	Emerson College	25–40

Estimated Total Armenian Students (with Armenian mother or father): 350 to 680 students. 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:** 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.