



# KHACHKAR STUDIOS

EMPOWERING GOOD NEWS

## INFINITE SROI MEMO: WHY AGES 18–29 (ESPECIALLY FEMALES) ARE A FIRST PRIORITY FOCUS FOR INCREASING THE NUMBER OF “FAITHFUL”

**Date:** December 4, 2025

### **Purpose:**

Across the Judeo-Christian sector, world-class advisors — including Orthodox Ministry Services (OMS), Stewardship Calling, Catholic Leadership Institute (CLI) — all converge on a single conclusion: the most effective, highest-SROI target for revitalization is young adults ages 18–29, especially women. This is evidence, not opinion.

**1. Young Adults Deliver the Highest Lifetime SROI (OMS, CLI).** OMS and CLI emphasize that faith commitments formed by age 30 create 40–60 years of impact, compared to ~15 years for older adults who reengage. Every 22-year-old new “Faithful” equals decades of social value. Older non-Faithful? Almost zero expected return.

**2. Women 18–29 Are the Social and Spiritual Multipliers (SC).** Research across Christian traditions shows that young women: influence family attendance; lead volunteering and peer engagement; share spiritual content online at 3–5x the rate of young men. When young women attend, the ecosystem follows.

**3. The “Failure Trap” of Older Disengaged Adults (CLI).** CLI’s behavior data show that adults disengaged for 5+ years rarely return in meaningful numbers. They are typically: hardened by negative experiences; deeply secularized; resistant to Biblical guidance; unwilling to change ingrained Sunday habits. Investing heavily in this group yields near-zero spiritual return.

**4. Young Adults Respond to Meaning, Not Committees (OMS, SC).** Ages 18–29 engage through: strong stories; digital-first communication; clarity of message; clear spiritual invitations. They do not engage with bureaucracy, politics, or cultural nostalgia. This is where Khachkar Studios excels.

**5. High Achievers Want Scripture and Purpose — Not Gossip Ecosystems.** Young professionals are allergic to church politics; cliques; low-value socializing; “C-student” committee culture. They want Jesus, Scripture, clarity, excellence, mission, and results.

**6. The Data Are Definitive: Only 18–29 Is Recoverable at Scale.** Across Orthodox, Catholic, and Protestant traditions: growth comes almost exclusively through the young adult segment. Parishes ignoring this group decline—regardless of culture, food events, or fundraising.

**7. Lifetime SROI Multiplier.** A single new 25-year-old weekly Faithful  $\approx$  10 older adult Faithful in lifetime value. Even adding 10–15 young adults changes the entire parish trajectory.

**8. Young Adults Are Hungry for Financial Discipline, Not Frightened by It.** This is where your Framework of financial discipline, world-class benchmarking, and management excellence becomes a decisive advantage. Young Adults (18–29) are burdened by debt, high rent, inflation, and career pressure. The competition from AI grows more obvious by the day. They are deeply aware that financial discipline = survival. Also, they are open to the Biblically inspired stewardship message as well as attracted to parishes that manage money with integrity, transparency, and measurable goals. Young adults are motivated by clarity, excellence, and accountability and are comfortable discussing money, budgeting, and return on investment. For them, your Framework is Good News, not a threat.

**9. Older Adults:** While older Disengaged Adults are often financially undisciplined, resistant, or overwhelmed. Too many are spending recklessly and living paycheck to paycheck. They prefer no metrics, no transparency, no accountability and react negatively to benchmarking. This age group fears measurement because it exposes 30+ years of a failing U.S. Armenian ecosystem and uses excuses and emotional rationalizations to avoid change. For this group, any discipline feels like judgment, not empowerment. Investing in them produces no SROI.

**10. Conclusion:** The 18–29 demographic is the only group READY for a Biblical conversation about financial discipline, stewardship, sustainability, and transformation. They want reality, not nostalgia. They want a Framework, not chaos. Focusing on the ages 18–29, and especially women, is the highest-SROI decision in the Armenian Christian ecosystem. This is not merely strategy. It is evidence, mathematics, and Biblical stewardship.