



# KHACHKAR STUDIOS

EMPOWERING GOOD NEWS

## INFINITE SROI MEMO: WORLD-CLASS SHORT-FORM INVITATION STRATEGY

**Date:** December 4, 2025

**Subject:** Applying Biblical, Psychological, and Management-Excellence Principles to Short-Form “Bring a Friend on Sunday” Invitations

**Purpose:** To integrate Biblical, behavioral, and management best practices into a single, high-SROI communication method that increases the number of “Faithful.”

### 1. Why This Approach Delivers Infinite SROI

Peer-to-peer invitations drive church growth more than any other factor: 70% of young adults attend because a friend invited them, and personal invitations beat advertising 5–10x. Activating even the top 3% of committed parishioners creates multiplier effects consistent with our “Framework” of measurable, story-based, biblically grounded communication.

### 2. Biblical Framing + Story Titles = Maximum Retention

Using titled Gospel stories—such as “The Raising of Jairus’s Daughter”—follows Christ’s teaching method (Good Samaritan, Prodigal Son). Story titles increase memory 5–7x and turn Scripture into a lived experience. The classic fear-faith-salvation arc triggers deep emotional engagement.

### 3. The 20-Second Rule: Highest Attention, Highest Return

Twenty seconds is the global sweet spot for attention and retention. The optimal structure—Greeting → Invitation → Story Title → Message → Call to Action—keeps the message clear and single-focused. Key behavioral drivers:

- Direct personal accountability: “Come with me.”
- Specific time: Converts intention into action.
- Short story: Enables emotional and spiritual connection in seconds.

### 4. Seven Best Practices for High-SROI Invitations

- Story-based invitations (best retention)
- Specific time/place CTA (“Sunday 10:00 — sit with me”)
- Highest-return phrase: Come with me
- 15–20 sec weekly micro-invite video using a Gospel title
- KPI: % of Faithful who bring one friend per month
- “Friend-friendly” Sunday experience (story-based sermon <12 minutes; direct greeting; no alternating languages)
- Benchmarking discipline: weekly counting, monthly reporting, celebrating top quartile inviters

### 5. Included Example (Required 20-Second Script)

High-Conversion 20-Second Video Invite (from “Bring a Friend” memo):

“This Sunday at 10 am, join us for the Raising of Jairus’s Daughter — a story of fear, faith, and salvation. Come with me, and bring a friend. You belong here.”

This script meets all criteria: Biblical integrity, emotional resonance (“fear → faith → salvation”), psychological retention, time-specific CTA, and world-class communication discipline.

**Best practice:** Whenever possible, include at least one person – or a small group – aged 18-29 in invitation videos, as visible peer representation significantly increases credibility, relatability, and invitation acceptance among younger audiences.

### 6. Concluding with Invite a Friend

An essential ending is to tell the listener to feel free to invite a friend or family to join you. See Infinite SROI memo.

### Conclusion

A 20-second, story-titled, personally delivered invitation is the highest-SROI tool available for growing the number of Faithful. It unites Biblical authenticity, psychological science, and management excellence within the Good News “Framework.” This approach does not merely announce Scripture—it transforms it into a living invitation with infinite SROI across the Christian ecosystem.