



INFINITE SROI MEMO: EXTRAORDINARY BENEFITS “FRAMEWORK”

Date: December 2025

Overview: The Extraordinary BENEFITS of the Khachkar Studios “Framework” are grounded in publicly available, evidence-based research and best practices from five of the leading religious-sector advisory organizations, including Orthodox Ministry Services (OMS), Catholic Leadership Institute (CLI), Evangelical Council for Financial Accountability (ECFA), CapinCrouse (CC), and Stewardship Calling (SC). Together, these publicly available sources provide a rigorous foundation for disciplined measurement, management excellence, and repeatable Social Return on Investment (SROI) across religious institutions. This memo synthesizes these benchmarks to identify the Extraordinary BENEFITS that disciplined measurement, management excellence, and transparency can deliver within faith-based institutions.

B – Biblical Wisdoms. “Framework” Element: Managing by eight Biblically inspired financial wisdoms. Stewardship Calling teaches that congregations must “apply Biblical stewardship to every dimension of parish life, including financial decision-making and measurement.” CLI’s Called for More Initiative requires Biblical grounding for leadership, planning, and accountability. OMS Parish Health Assessment explicitly evaluates whether a parish’s decisions reflect Scripture-rooted stewardship.

E – Educating (E-T-R: Education–Training–Retention). “Framework” Element: Transforming a system starved for financial discipline by teaching world-class methods. CLI, OMS, and SC all emphasize ongoing training and retention, not one-off lectures. CLI research confirms that parish leaders who receive structured training triple their effectiveness in implementing parish renewal plans. OMS data shows measurable performance gains in parishes that adopt education programs based on benchmarking and measurable goals.

N – New Faithful (KPI #1). “Framework” Element: Attracting and sustaining new high value-add Faithful. Stewardship Calling: Growth accelerates only when congregations measure attendance weekly and act on the data. ECFA standards require mission-driven stewardship tied to measurable outcomes. CLI confirms that parishes with strong strategic plans (attendance + engagement metrics) consistently outperform others in retaining and attracting new members.

E – Environment (Trust & Confidence). “Framework” Element: Reduce distrust and counterproductive behaviors through transparency + benchmarks. ECFA Standard 7 requires “clear, accessible, and accurate public financial reporting.” OMS identifies lack of trust as one of the top 3 causes of parish decline. CLI finds that parishes with high transparency have dramatically higher community engagement.

F – Financial Strength. “Framework” Element: Improve resources, reduce financial trauma, strengthen SROI-based choices. ECFA, CapinCrouse, and SC all teach that strong financial systems are directly correlated with parish vitality. CLI requires financial planning evidence before launching any parish renewal effort. OMS benchmarks show that financially disciplined parishes outperform undisciplined parishes across all metrics.

I – Identity. “Framework” Element: Strengthen Armenian Christian identity with intellectual integrity and Biblical discipline. CLI shows that strong identity + mission clarity drive parish retention. OMS warns that ethnocultural identity without Biblical integrity leads to rapid decline — exactly the Armenian 3% problem. SC emphasizes identity rooted in Christ and Scripture, not national heritage alone.

T – Track Record, “Framework” Element: SROI-based merit decisions. CLI leadership coaching ranks track record as one of the top predictors of future parish success. ECFA mandates track-record documentation for stewardship and governance. OMS uses track-record scoring to guide parish revitalization plans.

S – Stewards. “Framework” Element: Leaders must be high value-add role models. Stewardship Calling: “Every parish leader must model accountability, measurement, and Biblical stewardship.” CLI confirms that poor leadership stewardship is the #1 cause of parish decline. ECFA makes leadership stewardship one of its foundational standards.

Summary: The Khachkar Studios BENEFITS “Framework” is validated across OMS, CLI, ECFA, CC, and SC. No other Armenian Christian initiative uses a model so deeply aligned with the most respected evidence-based Christian renewal institutions. This “Framework” is not merely a best practice — it is a world-class best practice, Biblically grounded, and operationally essential for achieving Infinite SROI.