



KHACHKAR STUDIOS
EMPOWERING GOOD NEWS

INFINITE SROI MEMO: INCREASING THE NUMBER OF “FAITHFUL” THROUGH OUTREACH

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Most Armenian parishes operate at the Peak of Mount Worst Practices—bottom-decile performance combined with the mistaken belief they are world-class. Thus, outreach must be designed for simplicity, speed, and extremely low cognitive burden. The following outreach plan is fully aligned with evidence from the four most respected Christian advisory bodies: Orthodox Ministry Services (OMS), Stewardship Calling (SC), Catholic Leadership Institute (CLI), Evangelical Council for Financial Accountability (ECFA).

1. Outreach Must Be Targeted, Not General. Focus on high value-add Faithful and potential Faithful. CLI & OMS both show that broad, unfocused outreach produces near-zero retention, while targeted outreach produces measurable gains. Best Practice for Bottom-Decile Parishes is to identify only 5–7 families, not 20 or 30. Choose families with high potential, not the most talkative or visible. Keep the list confidential to avoid parish politics and sabotage.

2. Ultra-Simple Written Plans (Half-Page Max, 14 Font). World-class management excellence = clarity + simplicity. CLI requires parish action plans to be “short, operational, and easy to execute.” OMS reports that plans longer than one page are almost never implemented in parishes with weak capacity. Stewardship Calling emphasizes “simple wins → big gains” in low-performing parishes. Best Practice includes one half-page “Family Outreach Sheet with 4–6 numbered points, no paragraphs, no jargon, no fancy templates.

3. Two-Person Outreach Teams (Never Three): CLI, ECFA, and SC all show small teams outperform committees by 5–7x. OMS warns that dysfunctional parishes weaponize committees to avoid responsibility. Best Practice includes assigning exactly two outreach stewards per family where one leads; one supports. There are no committees. No meetings with 6–8 people. Focus on immediate action, not endless discussion.

4. Quick Planning, Not Endless Meetings: management excellence = short cycles, fast iteration. CLI: Plans must be ready in 15–30 minutes, not hours. OMS: Long meetings correlate with parish decline. Stewardship Calling: Momentum is everything; delay kills impact. Best Practice: two meetings total; 15-minute planning; 15-minute refinement; immediate execution within 7 days.

4. Time Horizons in Weeks, Not Months. Bottom-decile parishes lose focus quickly. OMS: Low-capacity parishes cannot sustain efforts beyond 6–8 weeks. CLI: Momentum drops sharply after week three if there is no visible progress. SC: Weekly action → weekly reinforcement → weekly wins. Best Practice includes each outreach cycle = 6 weeks max. Also a 5-minute weekly check-in. There should be visible results each Sunday (count of the Faithful).

6. Outreach Content Must Be Ultra-Simple. CLI: Parishioners do not respond to complex messaging. OMS: Clarity + repetition → retention. SC: Emotional connection, not intellectual lectures, drives return visits. Best Practice: only three messages per outreach contact. 1 - We care about you. 2 - We want to see you on Sunday. 3 - We will sit with you. No Bible lectures. No brochures. No mini-sermons. Just human connection.

7. Sunday Measurement Is the Reinforcer (KPI #1) “You can’t manage what you don’t measure” (Drucker + OMS + CLI). OMS: Weekly measurement is the #1 predictor of parish revitalization. ECFA: Measurement is a core standard of accountability. SC: What gets measured gets repeated. Best Practice: count every Sunday; announce the number; track improvement family by family. Celebrate small wins: “+2 Faithful this week.”

8. Outreach Must Be Warm, Not Social-Club Focused. Avoid downward spiral of social-only Christianity. CLI warns: social clubs repel high achievers, especially ages 18–29. OMS: Social events that lack Christ-centered content lower parish vitality. SC: Faith growth requires mission, not coffee-hour politics. Best Practice: No mixing targets with dysfunctional social cliques. Focus on Divine Liturgy, not the kitchen. Offer fellowship after trust is built, not as bait.

FINAL SUMMARY Increasing the number of Faithful in bottom-decile parishes requires a radically simplified outreach system rooted in world-class benchmarks and Biblical discipline.