



## INFINITE SROI MEMO: SUNDAY SERMON ATTENDEES NUMBER DISCLOSURE – A

**Date:** December 2025

Prominently disclosing and discussing the number of Sunday church sermon attendees is the top priority best practice with the largest infinite SROI, confirmed when analyzed within the financial discipline of world-class benchmarking and management excellence “Framework”. For perspective, Sunday attendance is the most powerful, most asked about, and most researched performance number across the U.S Christian landscape; yet within the U.S. Armenian Christian ecosystem, it is neither disclosed nor accurately measured.

Among professionals with decades of experience transforming church performance in the U.S., providing an Infinite SROI memo on the importance of disclosing Sunday sermon attendee numbers will seem as evident as the importance of breathing, eating, or sleeping. Beyond this rarefied group, this I-SROI memo is the starting point of revitalization. However, the fact that no Armenian church in the U.S. found to date monitors or discloses Sunday sermon attendance numbers is yet another warning sign of why the Armenian Churches in the U.S. have bottom-decile attendance of 3% but think they are best in class at 30%.

Best practices are to disclose the weekly attendee number and the prior year average (1). in the upper right-hand corner of the Sunday Bulletin, (2). prominently across their social media platforms, (3). in the weekly email, (4). at the end of each sermon, and (5) at the start of all parish leadership gatherings.

The evidence and support for prominent disclosure as a best practice are from many sources including Peter Drucker's famous saying (“What gets measured gets managed”), from four highly regarded religious-sector advisory firms (OMS, SC, CLI, and CapinCrouse), leading consulting firms like McKinsey, Harvard University publications, and personal behavior research. Church attendance is by far the single most cited and relied-upon metric among all religious organizations and leaders in the U.S.

From our pilot research over the past year, the only strong positive correlation for a high church-related income as a percentage of total spending is Sunday attendees as a percentage of capacity, with a correlation of +0.78.

As additional evidence, reporting the number of people attending Sunday mass is universally recognized as the most important headline performance metric among world-class benchmark organizations, including but not limited to the Association of Statisticians of American Religious Bodies (ASARB), Census of Orthodox Christian Churches 2010 and 2020 (U.S. Religious Census), Orthodox Studies Institute, Hartford Institute for Religious Research, Pew Research Center, Gallup Research, University of Chicago Pope study of GPS cell phone data, United States Conference of Catholic Bishops, European Research Infrastructure Consortium, Center for Applied Research in the Apostolate at Georgetown University (CARA), Faith Communities Today (FACT), etc.

We have reviewed scores of U.S. Armenian church annual reports and financial statements, which report a mind-numbing tsunami of current and historical numbers - for example, the number of members, stewards, deaths, baptisms, weddings, Sunday and Saturday school students, sporting event participants, tickets sold, meals served, entertainment attendees, fundraiser attendees, etc. However, one number you never see or hear spoken is the number that attends mass on Sunday. This hides the fact that some capacity rates have fallen from around 80% to just 10%–20%, that they rank at the bottom decile in attendance among the 23 U.S. Orthodox Christian groups, and that their SROI is 39% of the benchmark. Overall, the U.S. Armenian Christian ecosystem has all the traits of the Peak of Mount “Worst Practices” in a Dunning Kruger case study.

To repeat, prominently disclosing and discussing the number of Sunday church sermon attendees is the top priority best practice with the largest infinite SROI.