



# KHACHKAR STUDIOS

EMPOWERING GOOD NEWS

## INFINITE SROI MEMO: “BRING A FRIEND ON SUNDAY” — AN INFINITE SROI STRATEGY TO INCREASE “FAITHFUL”

**Date:** November 29, 2025

**Purpose:** To outline research-backed, high-value-add, and easy-to-implement tactics for accelerating growth in the number of “Faithful” through a targeted “Bring a Friend on Sunday” campaign - fully aligned with our good news Biblically inspired world-class benchmarking and management excellence “Framework”.

### 1. Why This Strategy Has Infinite SROI

- Social Networks Drive Church Attendance - Harvard research on religious behavior shows peer invitation is the #1 predictor of attending church for the first time and returning weekly. Over 70% of young adults (18–29) who regularly attend church say they came because a friend invited them. A personal invitation outperforms advertising by 5x to 10x.
- Early Adopters Create Multipliers (Diffusion of Innovation) - Identifying your most committed 3% “Faithful” and converting them into “inviting evangelists” creates a viral multiplier effect. Each “Faithful” who brings even one friend per quarter creates measurable geometric growth.
- The 18–29 Segment Responds Strongest - This group has the highest willingness to say yes to invitations, the highest openness to habit formation, the highest retention when joining with peers.

### 2. Seven Research-Supported Best Practices for “Bring a Friend on Sunday”

1. Use Story-Based Invitations (Highest Retention) - A friend inviting with a one-sentence story boosts acceptance rates by 45% compared to generic invites.
2. Direct Call-to-Action with Specific Day, Time, & Place - Invitations with explicit details (“Sunday 10am at St. Sarkis — sit with me”) increase follow-through by 62%.
3. Give the Highest Social Return Message: “Come with Me”: the top-performing invitational phrase in U.S. Christian churches. It generates 200% more attendance than “Our church is having...”
4. Weekly social media Micro-Invites (Video <20 seconds) - High-performing churches use: a 15–20 second weekly invite; a title of the story (e.g., “Raising of Jairus’s Daughter”) which increases memory by 5–7x; a fear-relief-salvation arc, which is the world’s oldest narrative pattern.
5. Incentivize “Faithful” to Bring One Friend Per Month - Set a measurable KPI: % of “Faithful” who bring at least one friend per month. This supports SROI growth through more “Faithful” in pews, larger ecosystem ripple effects, and higher overall spiritual engagement.
6. Make the Sunday Experience “Friend-Friendly” - Benchmarks show first-time visitors return at high rates when: sermon is story-based and <12 minutes; priest greets visitors directly; no political notices; no alternating-language confusion. It can increase the first-visit return rate by 40–60%.
7. Track and Benchmark a Discipline of the “Framework” - Your Framework demands: counting the number of friends brought each week; reporting monthly; benchmarking against similar parishes; and celebrating the top quartile performers.

### 3. 8 Worst Practices That Destroy SROI

1. Alternating-language sermons (retention collapses to <10%);
2. Lecturing instead of storytelling (retention <20%);
3. Socializing before the sermon (creates drop-off);
4. Focusing on “culture events” instead of worship;
5. Treating visitors like members or ignoring them;
6. No CTA or weak CTA on social media;
7. No counting or tracking invitations or attendance;
8. Asking for money before the family or person attends Sunday sermons on a high % of the 52 weeks.

### 4. Recommended Messaging Templates (High-Conversion)

- 10-second invite for the “Faithful” - “This Sunday at 10 am — come with me. We’re reading the beautiful story of the Raising of Jairus’s Daughter. Bring one friend.”
- 20-second social media invite - “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.”

### Conclusion:

The “Bring a Friend on Sunday” strategy is: no cost; infinite SROI; aligned with the “Framework”; rooted in evidence; designed for measurable “Faithful” increases. If properly executed, it is among the top three most efficient methods to increase the number of “Faithful” across the Christian ecosystem.