



Select Articles on Khachkar Studios Releases New Masterclass #3 – Revitalizing Churches Worldwide

As of 28 August 2026



Khachkar Studios Releases
New Masterclass #3 –
Revitalizing Churches
Worldwide

ZARTONK

Khachkar Studios Unveils New
Masterclass #3 Revitalizing
Armenian Churches Worldwide



Khachkar Studios Launches
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Asbarez

Khachkar Studios Releases
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Khachkar Studios releases
Masterclass #3: Revitalizing
churches worldwide



Khachkar Studios releases
new Masterclass #3 –
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Khachkar Studios Releases
New Masterclass #3 –
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MASSISPOST

Khachkar Studios Releases
New Masterclass #3 –
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Armenian Life: Khachkar
Studios Releases New
Masterclass #3 – Revitalizing
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1. Armenian News AM: Khachkar Studios Releases New Masterclass #3 – Revitalizing Churches Worldwide

NEWSam

Khachkar Studios has released its NEW Masterclass #3, “Revitalizing Churches Worldwide,” anchored by the case study “Armenian Churches Joining the Movement.” The program confronts what the organization calls the shocking reality facing Armenian Christianity today and lays out major changes grounded in Biblical wisdom, world-class benchmarking, and management excellence.

The headline figure is stark: only 7 in every 1,000 U.S. Armenian women ages 18–29 attend church on an average non-holiday Sunday, meaning 993 do not. In raw numbers, just 246 attend while 34,181 stay away. Placed against 23 Orthodox Christian groups studied, U.S. Armenian church attendance ranks 22nd.

Masterclass #3 opens with two direct questions for church and community leaders: Do we care? And do we dare accept responsibility for major change? From there, the program sets out 4 goals and 7 specific steps intended to revitalize churches, lift attendance, and strengthen Transparency, Accountability and Performance (T•A•P).

Beyond attendance, the Masterclass digs into financial transparency, training and education, church operating models, and Social Return on Investment (SROI), while offering practical tools, including attendance reporting and growth outreach, for making change visible week to week under the banner “Bring a Friend. Bring a Family Member.”

Khachkar Studios has committed \$100 million toward educating the Armenian community on these realities and the path to major change. The instructor video runs roughly 22 minutes, its shortest to date, and walks through a condensed 18-slide version, while the complete presentation spans 87 slides, 72% of which is new material for those who completed Masterclass #1 and #2.

The organization’s message to church and community leaders is simple: measure what matters, publish it, act on it. Its call to action to Armenians worldwide: join the movement, bring a friend, bring a family member, this Sunday and every Sunday. Masterclass #3 and the full 87-slide presentation are available now at www.khachkarstudios.com.

<https://news.am/en/news/1056843>



2. Zartonk: Khachkar Studios Unveils New Masterclass #3 Revitalizing Armenian Churches Worldwide

ZARTONK

Khachkar Studios has released NEW Masterclass #3: Revitalizing Churches Worldwide, featuring the case study “Armenian Churches Joining the Movement.” The Masterclass confronts the shocking reality facing Armenian Christianity and presents specific major changes built on Biblical wisdoms, world-class benchmarking and management excellence.

The most striking number: only 7 per 1,000 U.S. Armenian women ages 18-29 attend church on an average non-holiday Sunday. The other 993 do not. In total, only 246 attend while 34,181 do not. Overall, U.S. Armenian church attendance ranks 22nd of 23 among the Orthodox Christian groups analyzed.

Masterclass #3 asks two simple questions: Do we care? And do we dare to accept responsibility for major change?

The Masterclass then moves from the shocking reality to the major changes: 4 goals and 7 specific steps designed to help revitalize churches, increase attendance, and strengthen Transparency, Accountability and Performance (T•A•P).

The numbers go beyond attendance. Masterclass #3 examines financial transparency, training and education, church operating models and Social Return on Investment (SROI). It also provides practical tools for making major changes visible through weekly accomplishments – including attendance reporting, growth outreach and “Bring a Friend. Bring a Family Member.”

Khachkar Studios has allocated \$100 million to help educate the Armenian community about the shocking realities and how major changes can be realized.

At approximately 22 minutes, Masterclass #3 is Khachkar Studios’ shortest instructor video to date. Yet the complete presentation contains 87 slides, with 72% new content for those who have taken both Masterclass #1 and #2.

The message to every Armenian church and community leader is straightforward: Measure what matters. Publish it. Act on it.

And the call to action to Armenians worldwide:

Join the movement. Bring a friend to church. Bring a family member to church. This Sunday and every Sunday.

Our future is in our hands. Together we can revitalize our churches.

The Masterclass #3 video with supporting slides and the complete 87-slide presentation are now available on the Khachkar Studios website. <https://khachkarstudios.com/masterclass3/>

<https://zartonkmedia.com/2026/08/20/khachkar-studios-unveils-new-masterclass-3-revitalizing-armenian-churches-worldwide/>

3. The Armenian Report: Khachkar Studios Launches Masterclass #3 to Revitalize Armenian Churches Worldwide



Khachkar Studios has launched NEW Masterclass #3, “Revitalizing Churches Worldwide,” featuring the case study “Armenian Churches Joining the Movement,” a program the organization says lays bare the current state of Armenian Christianity and charts a course toward major, Biblically grounded change.

The most cited statistic: just 7 per 1,000 U.S. Armenian women ages 18–29 attend church on a typical non-holiday Sunday, with 246 attending versus 34,181 who do not. That leaves U.S. Armenian churches ranked 22nd of 23 Orthodox Christian groups examined in the study.

The Masterclass builds its case around two central questions for leaders, whether they care, and whether they are prepared to take responsibility, before laying out 4 goals and 7 specific steps designed to reverse the trend, grow attendance, and strengthen Transparency, Accountability and Performance under Khachkar Studios’ T•A•P framework.

Coverage extends to financial transparency, training and education programs, church operating models, and Social Return on Investment (SROI), with practical tools for visualizing progress week by week, including attendance reporting and a community outreach campaign, “Bring a Friend. Bring a Family Member.”

Khachkar Studios has pledged \$100 million toward educating the Armenian community on these findings and the changes ahead. The roughly 22-minute instructor video is the organization’s shortest yet and presents a condensed 18-slide version, while the complete 87-slide presentation offers 72% new material for those who have already taken Masterclass #1 and #2.

“Measure what matters. Publish it. Act on it.” remains Khachkar Studios’ core directive to church and community leadership, paired with a broader call: join the movement, and bring a friend or family member to church this Sunday and every Sunday. Full Masterclass #3 materials are available now at www.khachkarstudios.com.

<https://www.thearmenianreport.com/post/khachkar-studios-launches-masterclass-3-to-revitalize-armenian-churches-worldwide>



4. Asbarez: Khachkar Studios Releases New Masterclass #3 – Revitalizing Churches Worldwide

Asbarez

Khachkar Studios debuted Masterclass #3, “Revitalizing Churches Worldwide,” centered on the case study “Armenian Churches Joining the Movement,” which the organization presents as a direct reckoning with attendance and accountability trends across U.S. Armenian churches.

The numbers behind the release are pointed: on an average non-holiday Sunday, only 7 of every 1,000 U.S. Armenian women ages 18 to 29 are present in church, 246 in total against 34,181 who are absent, placing U.S. Armenian church attendance 22nd among the 23 Orthodox Christian groups the study analyzed.

Rather than dwell on the numbers alone, Masterclass #3 poses two questions to leaders, do we care, and do we dare take responsibility, and answers with 4 goals and 7 steps aimed at revitalizing parishes, growing attendance, and strengthening Transparency, Accountability and Performance, or T•A•P.

The Masterclass also covers financial transparency, training and education, church operating models, and Social Return on Investment, and it introduces practical tools for making progress visible on a weekly basis, from attendance tracking to the outreach message “Bring a Friend. Bring a Family Member.”

To back the initiative, Khachkar Studios has committed \$100 million toward community education on the shocking realities it has identified and the changes it is proposing. At about 22 minutes, the instructor video is the shortest the organization has released and covers a condensed 18-slide version, while the complete 87-slide presentation delivers 72% new content beyond Masterclass #1 and #2.

Khachkar Studios sums up its message to church leadership in three lines: measure what matters, publish it, act on it, and extends a parallel invitation to Armenians everywhere to join the movement and bring a friend or family member to church, this Sunday and every Sunday. Masterclass #3 is available now online.

<https://asbarez.com/khachkar-studios-releases-new-masterclass-3-revitalizing-churches-worldwide/>

5. Armenian Weekly: Khachkar Studios releases Masterclass #3: Revitalizing churches worldwide



Khachkar Studios has rolled out Masterclass #3, “Revitalizing Churches Worldwide,” built on the case study “Armenian Churches Joining the Movement,” a program the organization describes as a candid look at where Armenian Christianity stands today and what it will take to change course.

The core statistic is hard to miss: on an average non-holiday Sunday, only 7 of every 1,000 U.S. Armenian women ages 18–29 attend church, or 246 women in total, leaving 34,181 absent. Set against 23 Orthodox Christian groups studied, U.S. Armenian churches rank 22nd for attendance.

The Masterclass opens with two questions for leaders: do we care, and are we ready to take responsibility for major change. It then lays out 4 goals and 7 steps meant to rebuild attendance and strengthen Transparency, Accountability and Performance, the framework Khachkar Studios refers to as T•A•P.

The presentation also takes on financial transparency, training and education, church operating models, and Social Return on Investment (SROI), pairing each topic with practical tools for tracking weekly progress, from attendance reports to the outreach message “Bring a Friend. Bring a Family Member.”

Khachkar Studios has set aside \$100 million to help the Armenian community absorb these findings and act on them. The instructor video, at roughly 22 minutes, is its shortest yet and walks through a condensed 18-slide version, while the complete 87-slide deck contains 72% new content for those who have already completed Masterclass #1 and #2.

The organization’s directive to leaders is short: measure what matters, publish it, act on it. Its invitation to the community is just as direct: join the movement, bring a friend, bring a family member, this Sunday and every Sunday. Masterclass #3 is available now at www.khachkarstudios.com.

<https://armenianweekly.com/2026/08/22/khachkar-studios-releases-masterclass-3-revitalizing-churches-worldwide/>

6. Public Radio of Armenia: Khachkar Studios releases new Masterclass #3 – Revitalizing Churches Worldwide



Khachkar Studios has introduced Masterclass #3, “Revitalizing Churches Worldwide,” centered on the case study “Armenian Churches Joining the Movement,” a program aimed squarely at what the organization calls the shocking reality of Armenian church attendance in the United States.

The figures are direct: only 7 per 1,000 U.S. Armenian women ages 18–29 attend church on a typical non-holiday Sunday, amounting to 246 attending against 34,181 who do not. Among 23 Orthodox Christian groups examined, U.S. Armenian churches place 22nd for attendance.

Two questions frame the program for church and community leaders: do we care, and do we dare accept responsibility for major change. From there, Masterclass #3 sets out 4 goals and 7 specific steps to revitalize churches and strengthen Transparency, Accountability and Performance under the T•A•P framework.

The Masterclass goes further than attendance alone, covering financial transparency, training and education, church operating models, and Social Return on Investment (SROI), and offering practical tools for showing progress week by week, including attendance reporting and the “Bring a Friend. Bring a Family Member.” campaign.

Khachkar Studios has committed \$100 million to educate the Armenian community on these realities and the changes being proposed. The instructor video runs about 22 minutes, the shortest the organization has produced, and presents a condensed 18-slide version, while the complete 87-slide deck delivers 72% new material for those who took Masterclass #1 and #2.

Its message to leaders remains simple: measure what matters, publish it, act on it. Its call to the community follows suit: join the movement, bring a friend, bring a family member, this Sunday and every Sunday. Masterclass #3 is live now at www.khachkarstudios.com.

<https://en.armradio.am/2026/08/28/khachkar-studios-releases-new-masterclass-3-revitalizing-churches-worldwide/>



7. Aravot: Khachkar Studios Releases New Masterclass #3 – Revitalizing Churches Worldwide



Khachkar Studios has launched Masterclass #3, “Revitalizing Churches Worldwide,” featuring the case study “Armenian Churches Joining the Movement,” a program built to confront what the organization terms the shocking reality facing Armenian Christianity today.

The most striking figure: just 7 in every 1,000 U.S. Armenian women ages 18–29 attend church on an average non-holiday Sunday, with 246 attending and 34,181 not. Across 23 Orthodox Christian groups studied, U.S. Armenian church attendance ranks 22nd.

Masterclass #3 opens by asking leaders two things: do we care, and are we willing to take responsibility for major change. It answers with 4 goals and 7 steps designed to grow attendance and reinforce Transparency, Accountability and Performance, or T•A•P.

The program also addresses financial transparency, training and education, church operating models, and Social Return on Investment (SROI), and it supplies practical tools for making weekly progress visible, from attendance reporting to the “Bring a Friend. Bring a Family Member.” outreach effort.

To support the rollout, Khachkar Studios has allocated \$100 million toward educating the Armenian community about these realities. At approximately 22 minutes, the instructor video is the organization’s shortest to date and covers a condensed 18-slide version, while the complete 87-slide presentation offers 72% new content beyond Masterclass #1 and #2.

The message to church leadership is concise: measure what matters, publish it, act on it. The call to Armenians everywhere follows the same spirit: join the movement, bring a friend, bring a family member, this Sunday and every Sunday. Masterclass #3 is available now at www.khachkarstudios.com.

<https://en.aravot.am/2026/08/21/377644/>



8. Massis Post: Khachkar Studios Releases New Masterclass #3 – Revitalizing Churches Worldwide



Khachkar Studios has released Masterclass #3, “Revitalizing Churches Worldwide,” anchored by the case study “Armenian Churches Joining the Movement,” a program that lays out what the organization calls a shocking reality for Armenian Christianity in the U.S., along with a plan to respond.

The central number: only 7 per 1,000 U.S. Armenian women ages 18–29 attend church on an average non-holiday Sunday, or 246 in total, leaving 34,181 away. That places U.S. Armenian churches 22nd among 23 Orthodox Christian groups studied.

The program is built around two questions for leaders: do we care, and do we dare accept responsibility for major change. It then presents 4 goals and 7 steps intended to revitalize churches and strengthen Transparency, Accountability and Performance under the T•A•P framework.

Masterclass #3 also examines financial transparency, training and education, church operating models, and Social Return on Investment (SROI), and it provides practical tools for tracking weekly progress, including attendance reporting and the outreach message “Bring a Friend. Bring a Family Member.”

Khachkar Studios has committed \$100 million to help educate the Armenian community about these findings and the path forward. The instructor video runs roughly 22 minutes, its shortest yet, and walks through a condensed 18-slide version, while the complete 87-slide deck includes 72% new content for those who completed Masterclass #1 and #2.

Its guidance to leaders is brief: measure what matters, publish it, act on it. Its appeal to the broader community mirrors that clarity: join the movement, bring a friend, bring a family member, this Sunday and every Sunday. Masterclass #3 is available now at www.khachkarstudios.com.

<https://massispost.com/2026/08/khachkar-studios-releases-new-masterclass-3-revitalizing-churches-worldwide/>



9. Oragark: Khachkar Studios Releases New Masterclass #3 – Revitalizing Churches Worldwide



Khachkar Studios has debuted Masterclass #3, “Revitalizing Churches Worldwide,” built around the case study “Armenian Churches Joining the Movement,” a program the organization presents as a direct confrontation with the current state of Armenian church attendance in America.

The figures at the heart of the release: only 7 of every 1,000 U.S. Armenian women ages 18–29 attend church on a typical non-holiday Sunday, amounting to 246 attending while 34,181 do not. Among 23 Orthodox Christian groups analyzed, U.S. Armenian churches rank 22nd for attendance.

Masterclass #3 opens with two questions for church and community leaders: do we care, and are we prepared to take responsibility for major change. It answers with 4 goals and 7 steps aimed at revitalizing parishes and strengthening Transparency, Accountability and Performance, the T•A•P framework.

The program extends beyond attendance to financial transparency, training and education, church operating models, and Social Return on Investment (SROI), offering practical tools for showing progress on a weekly basis, from attendance tracking to the “Bring a Friend. Bring a Family Member.” campaign.

Khachkar Studios has pledged \$100 million toward educating the Armenian community on these realities and the changes it is proposing. At about 22 minutes, the instructor video is the shortest the organization has produced and covers a condensed 18-slide version, while the complete 87-slide presentation delivers 72% new content beyond Masterclass #1 and #2.

The organization’s message to leaders is straightforward: measure what matters, publish it, act on it. Its call to Armenians worldwide follows the same directness: join the movement, bring a friend, bring a family member, this Sunday and every Sunday. Masterclass #3 is available now at www.khachkarstudios.com.

<https://www.oragark.com/khachkar-studios-releases-new-masterclass-3-revitalizing-churches-worldwide/>



10. The California Courier: Khachkar Studios Releases New Masterclass #3 – Revitalizing Churches Worldwide



Khachkar Studios released Masterclass #3, “Revitalizing Churches Worldwide,” featuring the case study “Armenian Churches Joining the Movement,” a program built to lay out what the organization calls the shocking reality of Armenian church attendance in the United States, together with a plan for major change.

The core figure is direct: only 7 in every 1,000 U.S. Armenian women ages 18–29 attend church on an average non-holiday Sunday, amounting to 246 attending while 34,181 do not. Measured against 23 Orthodox Christian groups studied, U.S. Armenian church attendance ranks 22nd.

Masterclass #3 opens with two questions for leaders: do we care, and are we willing to accept responsibility for major change? It then presents 4 goals and 7 specific steps aimed at rebuilding attendance and reinforcing Transparency, Accountability and Performance, the framework Khachkar Studios calls T•A•P.

The program also covers financial transparency, training and education, church operating models, and Social Return on Investment (SROI), with practical tools for tracking progress week by week, from attendance reporting to the outreach effort “Bring a Friend. Bring a Family Member.”

Khachkar Studios has committed \$100 million toward educating the Armenian community on these findings and the changes ahead. The instructor video runs roughly 22 minutes, its shortest to date, and presents a condensed 18-slide version, while the complete 87-slide deck offers 72% new content for those who completed Masterclass #1 and #2.

The organization’s message to leaders is compact: measure what matters, publish it, act on it. Its call to Armenians worldwide follows the same spirit: join the movement, bring a friend, bring a family member, this Sunday and every Sunday. Masterclass #3 is available now at www.khachkarstudios.com.

<https://www.thecaliforniacourier.com/khachkar-studios-releases-new-masterclass-3-revitalizing-churches-worldwide/>



11. Tert Am: Khachkar Studios Releases New Masterclass #3 – Revitalizing Churches Worldwide



Khachkar Studios has unveiled Masterclass #3, “Revitalizing Churches Worldwide,” built on the case study “Armenian Churches Joining the Movement,” a program the organization says confronts an uncomfortable truth about Armenian Christianity and pairs it with a roadmap for change.

The statistic driving the release: only 7 per 1,000 U.S. Armenian women ages 18–29 attend church on a typical non-holiday Sunday, or 246 women in total, leaving 34,181 absent. Among 23 Orthodox Christian groups studied, U.S. Armenian churches rank 22nd for attendance.

Two questions anchor the program for church and community leaders: do we care, and do we dare take responsibility for major change. Masterclass #3 answers with 4 goals and 7 steps intended to grow attendance and strengthen Transparency, Accountability and Performance under the T•A•P framework.

The presentation extends into financial transparency, training and education, church operating models, and Social Return on Investment (SROI), and it supplies practical tools for making weekly progress visible, including attendance reporting and the “Bring a Friend. Bring a Family Member.” message.

To support the rollout, Khachkar Studios has set aside \$100 million for community education around these findings. At roughly 22 minutes, the instructor video is the shortest the organization has released and covers a condensed 18-slide version, while the complete 87-slide deck carries 72% new content for those who have completed Masterclass #1 and #2.

Its guidance to leadership is brief: measure what matters, publish it, act on it. Its invitation to the wider community follows the same clarity: join the movement, bring a friend, bring a family member, this Sunday and every Sunday. Masterclass #3 is live now at www.khachkarstudios.com.

<https://tert.am/en/news/2026/08/20/khachkar-studios-/4281217>

12. **Noyan Tapan: Khachkar Studios Releases New Masterclass #3 – Revitalizing Churches Worldwide**



Khachkar Studios has introduced Masterclass #3, “Revitalizing Churches Worldwide,” anchored by the case study “Armenian Churches Joining the Movement,” a program presented as a direct look at the state of Armenian church attendance in the U.S. and what it will take to reverse the trend.

The headline number: only 7 of every 1,000 U.S. Armenian women ages 18–29 attend church on an average non-holiday Sunday, with 246 attending against 34,181 who do not. Set against 23 Orthodox Christian groups analyzed, U.S. Armenian churches rank 22nd for attendance.

Masterclass #3 opens with two questions for leaders: do we care, and are we ready to accept responsibility for major change. It responds with 4 goals and 7 steps meant to rebuild attendance and reinforce Transparency, Accountability and Performance, or T•A•P.

The program also takes on financial transparency, training and education, church operating models, and Social Return on Investment (SROI), offering practical tools for showing weekly progress, from attendance tracking to the outreach message “Bring a Friend. Bring a Family Member.”

Khachkar Studios has pledged \$100 million toward educating the Armenian community on these realities and the proposed changes. The instructor video runs about 22 minutes, its shortest yet, and walks through a condensed 18-slide version, while the complete 87-slide presentation delivers 72% new content for those who took Masterclass #1 and #2.

The organization’s message to church leadership is short: measure what matters, publish it, act on it. Its call to Armenians everywhere follows the same directness: join the movement, bring a friend, bring a family member, this Sunday and every Sunday. Masterclass #3 is available now at www.khachkarstudios.com.

<https://www.nt.am/en/news/358747/>



13. A1plus.am: Khachkar Studios Releases New Masterclass #3 – Revitalizing Churches Worldwide



Khachkar Studios has released Masterclass #3, “Revitalizing Churches Worldwide,” built around the case study “Armenian Churches Joining the Movement,” a program designed to confront what the organization calls the shocking reality of Armenian church attendance and lay out a path toward major change.

The figure behind the release: just 7 per 1,000 U.S. Armenian women ages 18–29 attend church on a typical non-holiday Sunday, or 246 in total, leaving 34,181 absent. Among 23 Orthodox Christian groups studied, U.S. Armenian church attendance places 22nd.

Two questions frame the program for leaders: do we care, and do we dare take responsibility for major change. Masterclass #3 follows with 4 goals and 7 steps aimed at growing attendance and reinforcing Transparency, Accountability and Performance under the T•A•P framework.

The presentation also covers financial transparency, training and education, church operating models, and Social Return on Investment (SROI), and it offers practical tools for tracking progress week by week, from attendance reporting to the “Bring a Friend. Bring a Family Member.” campaign.

Khachkar Studios has committed \$100 million toward community education on these findings and the changes it is proposing. At roughly 22 minutes, the instructor video is the shortest the organization has produced and covers a condensed 18-slide version, while the complete 87-slide deck includes 72% new content beyond Masterclass #1 and #2.

Its message to church leadership is concise: measure what matters, publish it, act on it. Its invitation to the community follows the same spirit: join the movement, bring a friend, bring a family member, this Sunday and every Sunday. Masterclass #3 is available now at www.khachkarstudios.com.

<https://a1plus.am/en/article/505956>



14. PanArmenian.Net: Khachkar Studios releases new masterclass #3 – revitalizing churches worldwide



Khachkar Studios has debuted Masterclass #3, “Revitalizing Churches Worldwide,” centered on the case study “Armenian Churches Joining the Movement,” a program the organization frames as a candid reckoning with Armenian church attendance trends in the U.S. and a roadmap for change.

The core statistic: only 7 in every 1,000 U.S. Armenian women ages 18–29 attend church on an average non-holiday Sunday, amounting to 246 attending while 34,181 do not. Compared against 23 Orthodox Christian groups studied, U.S. Armenian churches rank 22nd for attendance.

Masterclass #3 opens with two questions for church and community leaders: do we care, and are we willing to take responsibility for major change. It answers with 4 goals and 7 steps designed to rebuild attendance and strengthen Transparency, Accountability and Performance, the T•A•P framework.

The program also addresses financial transparency, training and education, church operating models, and Social Return on Investment (SROI), providing practical tools for making weekly progress visible, including attendance reporting and the outreach message “Bring a Friend. Bring a Family Member.”

Khachkar Studios has allocated \$100 million toward educating the Armenian community on these realities and the changes ahead. The instructor video runs roughly 22 minutes, its shortest to date, and presents a condensed 18-slide version, while the complete 87-slide deck offers 72% new content for those who completed Masterclass #1 and #2.

The organization’s guidance to leaders is compact: measure what matters, publish it, act on it. Its call to Armenians worldwide follows the same clarity: join the movement, bring a friend, bring a family member, this Sunday and every Sunday. Masterclass #3 is available [here](https://www.pan.am/en/624585).

<https://www.pan.am/en/624585>



15. Arminfo: Khachkar Studios Releases New Masterclass #3 – Revitalizing Churches Worldwide



ArmInfo.Khachkar Studios has released Masterclass #3, “Revitalizing Churches Worldwide,” anchored by the case study “Armenian Churches Joining the Movement,” a program the organization presents as an honest look at where Armenian Christianity stands today and what it will take to turn things around.

The number driving the release: only 7 in every 1,000 U.S. Armenian women ages 18–29 attend church on an average non-holiday Sunday, amounting to 246 attending while 34,181 do not. Set against 23 Orthodox Christian groups studied, U.S. Armenian church attendance ranks 22nd.

Masterclass #3 opens with two questions for church and community leaders: do we care, and are we prepared to accept responsibility for major change. It answers with 4 goals and 7 specific steps aimed at rebuilding attendance and strengthening Transparency, Accountability and Performance under the T•A•P framework.

The program also examines financial transparency, training and education, church operating models, and Social Return on Investment (SROI), and it offers practical tools for making weekly progress visible, from attendance reporting to the outreach message “Bring a Friend. Bring a Family Member.”

Khachkar Studios has committed \$100 million toward educating the Armenian community on these realities and the changes it is proposing. The instructor video runs roughly 22 minutes, its shortest to date, and presents a condensed 18-slide version, while the complete 87-slide deck delivers 72% new content for those who completed Masterclass #1 and #2.

The organization’s message to leaders is short: measure what matters, publish it, act on it. Its call to Armenians worldwide follows the same directness: join the movement, bring a friend, bring a family member, this Sunday and every Sunday. Masterclass #3 is available now at www.khachkarstudios.com.

https://arminfo.info/full_news.php?id=103476&lang=3



16. Armenian Life: Armenian Life: Khachkar Studios Releases New Masterclass #3 – Revitalizing Churches Worldwide



Khachkar Studios has introduced Masterclass #3, “Revitalizing Churches Worldwide,” built around the case study “Armenian Churches Joining the Movement,” a program the organization describes as a direct confrontation with the current state of Armenian church attendance and a plan for change grounded in Biblical wisdom and world-class management practice.

The central figure: just 7 per 1,000 U.S. Armenian women ages 18–29 attend church on a typical non-holiday Sunday, or 246 in total, leaving 34,181 away. Among 23 Orthodox Christian groups analyzed, U.S. Armenian churches place 22nd for attendance.

Two questions anchor the program for church and community leaders: do we care, and do we dare take responsibility for major change. Masterclass #3 responds with 4 goals and 7 steps designed to grow attendance and reinforce Transparency, Accountability and Performance, the T•A•P framework.

The presentation also covers financial transparency, training and education, church operating models, and Social Return on Investment (SROI), supplying practical tools for tracking progress week by week, including attendance reporting and the “Bring a Friend. Bring a Family Member.” campaign.

Khachkar Studios has pledged \$100 million toward community education on these findings and the changes ahead. At roughly 22 minutes, the instructor video is the shortest the organization has produced and covers a condensed 18-slide version, while the complete 87-slide presentation includes 72% new content beyond Masterclass #1 and #2.

Its guidance to church leadership is brief: measure what matters, publish it, act on it. Its invitation to the wider community follows the same clarity: join the movement, bring a friend, bring a family member, this Sunday and every Sunday. Masterclass #3 is available now at www.khachkarstudios.com.

<https://armenianlife.com/2026/08/26/armenian-life-khachkar-studios-releases-new-masterclass-3-revitalizing-churches-worldwide/>