



Khachkar Studios Masterclass #1: Growing the “Faithful”

Relative Retention Quiz (21 Questions)

Each question is worth up to 4.76 points, for a total possible score of 100 points. Unlike a traditional retention quiz, partial – relative – credit is awarded based on how close your answer is to the correct one. The correct answer receives 100% (4.76 points), while the four incorrect answers receive 62.5%, 25%, -12.5%, or -50% credit, depending on how close they are to the correct answer. This approach rewards both knowledge and informed judgment. This is an open-book quiz.

Question 1: What percentage of U.S. Armenians attend church on average on a non-holiday Sunday? (“Faithful”- KPI #1)

- A. 50%
- B. 90%
- C. 20%
- D. Between 1% to 3%
- E. 10%

Question 2: What percentage of U.S. Armenians aged 18 to 29 attend church on average on a non-holiday Sunday? (“Faithful”- KPI #1)

- A. 30%
- B. 1.4% or less
- C. 10%
- D. 15%
- E. 20%



Question 3: What percentage of female U.S. Armenians females aged 18–29 attend church on average on a non-holiday Sunday? (“Faithful”- KPI #1)

- A. 30%
- B. 0.7% or less
- C. 10%
- D. 15%
- E. 20%

Question 4: During the years 1957 to 2024 (68 years), in almost countless U.S. Armenian church annual reports, publications, articles, newsletters, and bulletins, how many non-holiday Sunday church attendance numbers transparency were found?

- A. 50
- B. Zero
- C. 100
- D. Approximately 200,000
- E. 10,000

Question 5: What average non-holiday church attendance percentage is reported by the most widely cited U.S. Armenian surveys and systemically repeated?

- A. 15%
- B. 35%
- C. 50%
- D. 20%
- E. 10%



Question 6: How do the U.S. Armenians' Sunday attendance percentages (all Armenians, aged 18 to 29, and females aged 18 to 29) compare to those for U.S. Catholics and Protestants?

- A. Higher
- B. About the same
- C. About 10%
- D. About half
- E. About twice as high

Question 7: How did U.S. Armenian Sunday attendance percentage rank among the 23 benchmark U.S. Orthodox Christian churches in 2020?

- A. 18th (bottom quartile)
- B. (22nd) Next-to-last and bottom decile
- C. 12th (the Median)
- D. 1st place
- E. 5th place

Question 8: In California, Armenian school enrollment (ages 4–18) is 11%, while Sunday attendance among Armenian young adults (ages 18–29) is 1%, a decline of 92%. How does this change compare to the average of Catholics and Protestants in California?

- A. Catholics and Protestants also experience a decline of about 92%.
- B. Catholics and Protestants experience little or no change.
- C. Catholics and Protestants experience an increase of about 50%.
- D. Catholics and Protestants experience an increase of about 100%.
- E. Catholics and Protestants experience a decline greater than 92%.



Question 9: According to the ten (10) world-class organizations cited, why is Sunday attendance considered the first indicator of church performance?

- A. It mainly tracks fundraising success
- B. It is one of several equally weighted indicators of church finances
- C. It primarily measures building utilization
- D. It is the most important indicator of decision-making, church vitality, and commitment
- E. It only measures social media engagement

Question 10: What is the 5-year goal for total U.S. Armenian “Faithful” (KPI #1)?

- A. Increase from 12,894 by 10%
- B. Stay the same at 12,894
- C. Increase from 12,894 by 100%
- D. Increase from 12,894 by 50%
- E. Decline from 12,894 by 10%

Question 11: From a review of almost 100 Armenian churches during 2024 to 2026, what percentage has little, no, or negative financial transparency?

- A. 95%
- B. 75%
- C. 50%
- D. 25%
- E. 10%



Question 12: What accurately and currently describes the most common level of Transparency, Accountability, and Performance (T•A•P) among the 164 Armenian churches in the U.S.?

- A. Little financial transparency
- B. Negative financial transparency
- C. No financial transparency
- D. Good financial transparency
- E. Excellent financial transparency

Question 13: How many of the world-class benchmark organizations listed in the slides are Biblically inspired by transparency, accountability, and performance (T•A•P)?

- A. A few world-class benchmarks
- B. Some world-class benchmarks
- C. Virtually every world-class benchmark
- D. Mostly every world-class benchmark
- E. No world-class benchmarks

Question 14: Based on a survey of 35,000 U.S. Catholics, what is the relationship between the quality of church financial transparency and the level of negative or positive recommendation of their church?

- A. With excellent financial transparency, 20% strongly would not recommend
- B. With no financial transparency, 87% strongly recommend
- C. With excellent financial transparency, 52% strongly recommend
- D. With excellent financial transparency, 87% strongly recommend
- E. With average financial transparency, 87% strongly recommend



Question 15: What correlation was found between U.S. Armenian Church total spending per “Faithful” and “Faithful” percentage of church capacity?

- A. Strongly positive (+0.80)
- B. Slightly positive (+0.20)
- C. Moderately negative (-0.45)
- D. Slightly negative (-0.20)
- E. No correlation (0.00)

Question 16: If the average U.S. Armenian church currently has a 3.7x SROI and the benchmark has 9.4x, what is the 5-year goal for the U.S. Armenian churches?

- A. Increase to 12.0x
- B. Stay the same at 3.7x
- C. Decline to 3.0x
- D. Decline to 2.0x
- E. Increase to 7.4x

Question 17: What accurately and currently describes the most common process of decision-making among the 164 Armenian churches in the U.S.?

- A. Evidence-based world-class benchmarking and management excellence.
- B. Political considerations
- C. Self-interest considerations
- D. Anecdotal or opinion-based
- E. A combination of B, C, and D.



Question 18: Which accurately and currently describes the most common Dunning-Kruger stage among the 164 Armenian churches in the U.S.?

- A. Peak of Mount “Worst Practices” --- Stage one
- B. Valley of Reality --- Stage two
- C. Slope of KPI Improvement --- Stage three
- D. Pinnacle of Continuous Improvement --- Stage four

Question 19: How many U.S. Armenian ecosystem body parts and KPIs were identified as currently underperforming with extraordinary potential?

- A. 4 body parts and 4 KPIs
- B. 10 body parts and 12 KPIs
- C. 12 body parts and 12 KPIs
- D. 10 body parts and 10 KPIs
- E. 8 body parts and 8 KPIs

Question 20: What are the first 4 steps parishes are taking to grow the “Faithful” by 100% in 5 years?

- A. Count the attendance and send video invites when they have time
- B. Use Sunday attendance app, publish the attendance number, post weekly video invites, and execute monthly outreach plans
- C. Record weekly video invites
- D. Respond to requests for deliverables
- E. Continue as is; as if all is fine



Question 21: What are Steps #5 to #7 that parishes are taking to grow the “Faithful” by 100% in 5 years?

- A. Publish historical and projected 5-year annual numbers, have financial audits, and publish monthly key financial numbers.
- B. Give the annual financials to Khachkar Studios and let them review
- C. Review financial materials when they have time
- D. Placate Khachkar Studios just enough to get funds and do no more
- E. Continue as is; as if all is fine