



KHACHKAR STUDIOS
EMPOWERING GOOD NEWS

I-SROI MEMO: ARMENIAN CHURCH OUTREACH (STEP #4) IN THE U.S.A.

29 August 2026

Eight (8) Major Outreach Changes:

1. Time allocation for outreach:

Current: No time allocated to outreach to increase non-holiday church attendance.

Major changes: Largest allocation of time by Priest, deacon, choir, and other church role models. Parish makes on average 10 off-site outreach visits each week (does not include obligation visits, home blessings, sick visits, nursing home visits, funerals, events, etc.) Review all I-SROI outreach memos on the Khachkar Studios website.

2. Destructive biases for outreach:

Current: Non-event outreach home and office visits are beneath the dignity of Armenian clergy. All Armenians in Armenia attend church, so no need for effort.

Major change: The most successful, Jesus-passionate Christians do 5 to 10 per week. Only 0.3% of Armenians attend church on an average non-holiday Sunday in Armenia.

3. Young women (18 to 29) focus of outreach:

Current: Young Armenian women church attendance is higher than other U.S. Christian groups, and society is to blame for low numbers.

Major change: Become aware and care that we are facing extinction, with only 7 per 1,000 young Armenian women attending church and 993 not attending. Other Christians: 150 to 300 attend. In the entire U.S., there are only approximately 246 young women available to help in outreach, with 34,181 not attending.

4. Outreach Training:

Current: No training, no instructional materials, and pervasive worst practices that, unsurprisingly, alienate rather than help.

Major change: Hours of professional training, including role-play using world-class materials. Understand best practices and worst practices.

5. Outreach planning:

Current: No plans. And, "we will always start something in the future."

Major change: Careful, simple but well-built plans with names, dates, and responsibilities. If in a college area, have at least two contact names at 100% of the colleges and a calendar for hanging posters and holding events on-site at the colleges for each quarter of the year. Build the 10-10-10 names and responsibly list.

6. Best and worst practices for outreach:

Current - worst practices: No visits. Try to play on guilt. Ask for money. Stay for more than 5 to 15 minutes. Engage in politics or gossip. Set far-out milestone date to avoid accountability. Focus on aging population Facebook and emails. Do not publicly and prominently disclose Sunday attendance, weekly outreach, and financial numbers.

Major change – best practices: 5 to 15 minute visits. Start today and measure weekly. Bring a gift (BFBF t-shirt, booklet, article, book, khachkar, calendar, etc.) And personalize where possible. No need to call beforehand, as 95% of potential attendees are happy to see you. Always positive. Group in the same area. Offices are prime locations. Have 18 to 29 young apostles outreach groups. Heavily utilize all major social media platforms. Send out Saturday video invites on all social media platforms following best practices. Every week, disclose prominently Sunday attendance, weekly outreach, and monthly/annual financial information.

7. Biggest barriers to change from no outreach to outreach as a priority:

Current: Time and effort focused on entertainment, so-called fun events, money raising, culture, or political activities. Repeating the same failed activities of the past and expecting a change. Closed to any non-Armenian benchmarking. Prefer anecdotal decision-making.

Major change: Put Jesus first. Reading the Bible daily. Teaching Biblical wisdoms. Quoting from the Bible. Reading the Bible daily. Passionately embracing Biblically inspired world-class benchmarking and management excellence.

8. When women aged 18 to 29 arrive:

Current: Condescending comments, sharing gossip, discussing politics, asking for money, asking to become a member, uncomfortable ogling, feeling of 55+ club, macho guys club, barking at you instead of connecting with you, etc. Find every excuse not to have flexible Sunday worship times.

Major change: Most thriving Armenian churches have over a third that are 18 to 29. Offer a gift like a BFBF t-shirt. Focus on the 8 Biblical wisdoms. Sunday late afternoon or early evening worship service is a huge success with 18 to 29.