



EFFECTIVE PLANNING AND ORGANISATION OF TABLIGH EVENTS AND INITIATIVES

LAJNA IMAILLAH REFRESHER COURSE 2018
PRESENTATION BY NATIONAL TABLIGH DEPARTMENT
1 DECEMBER 2018

KEY POINTS RELEVANT TO ALL TABLIGH EVENTS AND INITIATIVES...

- Dua (prayer)
- Writing letter to Huzoor-e- Aqdas (aba)
- Give Sadqa
- Reflect on the red book points/Guest Feedback from pervious similar event/initiative and plan how to improve on these.
- Work out the overall budget, if applicable.
- Try to engage all members of your Majlis in helping to plan and organise the event/initiative.
- Effective follow up: Thank you letters, Red Book Points, Reporting the event in your monthly Tabligh Report.
- Photos can be posted for Tabligh purposes on official regional Tabligh twitter accounts.
- Photos should be taken with proper purdah – best to check with National Media Team before posting on twitter/sending to newspapers etc
- Do consult with the National Tabligh Team if unsure about any aspect of your event/initiative (eg through Tabligh Clinics)

INTERFAITH EVENTS...



How do you decide a theme for the interfaith?:

- Consider current issues of interest to the wider population in relation to Islam, eg: Women's rights, Freedom of Speech or The Existence of God.

How can the event be promoted?

- Ask the faith communities you are inviting to promote the event amongst their members.
- Promote through **word of mouth to your friends/colleagues/tabligh contacts**
- For security reasons, avoid 'public' promotion on social media or notice boards in supermarkets etc.

What should the invite include?

- Details about the event, **eg: date, time, venue**
- Introduction to the theme of the interfaith
- Short introduction to the Ahmadiyya Muslim Community and Lajna Ima'illah
- The scheduled program of the day

INTERFAITH EVENTS...



How do you decide the date of the interfaith event?

- Consider the religious celebrations and observances of the different faith groups the guests may belong to and may therefore be unable to attend on those days.
- Consider if the date falls close to other Calendar Lajna events, as this may put too much pressure on your team.
- Your Tabligh Syllabus will identify key religious events/dates such as National Interfaith Week, International Day of Peace etc – Use these to plan your event

INTERFAITH EVENTS...



What should be considered when setting up the event ?

- Ensure facility is accessible to all attendees
- Presentation of the room/hall is neat and looks coordinated.
- Plan the layout of the room/hall considering the different aspects of the event program, eg: **registration table near entrance to easily greet and record all guests attending.**
- Consider if you need any Tabligh material for display from the national Tabligh department eg: **translation of Holy Quran in different languages, pull up banners or leaflets.**

How long should the event be?

- Allow time for: registration, Tilawat (and Translation) of Holy Quran, welcome/introductory speech, guest speeches, keynote address, Q & A and dinner/refreshments.
- Ensure equal time is provided to each guest speaker for their speech. **REMEMBER**, long speeches lose their essence ...SO... aim to keep **speeches between 5-10 minutes** long depending on topics. Keynote speech can be up to 15 minutes.

INTERFAITH EVENTS...



How do you ensure guest speeches are related/appropriate for the interfaith?

- **Research your guest speaker** beforehand to ensure they have something relatable to say on the topic.
- Guest speakers should be given an outline of the topic on which they are expected to speak. Ideally, ask to see their speech/presentation beforehand.

What can be given to guest to take away with them?

- Prepare simple guest packs for your invited guests.
- Guest packs can include: **leaflets, a contact card, a bookmark which you can design yourself, a Jama'at pen/keyring, Jama'at Books and leaflets.** Please give copies of the Holy Qur'an to those whom you are certain will treat it with the utmost respect.

What if I cant find any guest speakers?

- Do not cancel your event, so long as there is a multi-faith audience present. Allow longer time for the Q&A session which will inshallah facilitate interfaith dialogue.

INTERFAITH EVENTS...



DO NOT FORGET...

- **Guest Dietary Requirements** - Contact any attendees in advance of the event to find out any dietary requirements they may have and plan how to best cater for these. Plan an effective method of serving the guest being mindful of food contamination.
- Registration sheets should incorporate GDPR requirements (ask permission if you can contact the guest again/add them to a mailing list)

COFFEE MORNINGS...



What is the purpose of a Coffee Morning?

- Opportunity to meet with your Tabligh contacts in an interactive and informal setting.
- Opportunity to make new contacts
- Some Coffee Mornings are held for the purpose of Fundraising for a particular cause

When might you hold a Coffee Morning?

- As part of the Poppy Appeal, Women's Day, International Day of Peace, World Religions Day – Coffee mornings may be held to mark specific days/events or they can be simply be held to bring together your tabligh contacts and discuss matters of faith.

Can I incorporate any other events or tasks from my Monthly Report within my Coffee Morning?

- You may distribute literature or set up an exhibition as part of your event

COFFEE MORNINGS...



Where can a Coffee Morning be held?

- If it's longstanding Tabligh contacts and a small group, you may wish to hold the Coffee Morning in a Lajna member's home. For larger gatherings and guests you may not know personally, advisable to hire a venue.
- Local churches are often amenable to holding joint ladies coffee mornings in their hall.

Who should be invited to attend a Coffee Morning?

- Tabligh contacts (old and new), neighbours, colleagues, friends, charity representatives, mums from schools, depending on the theme of the event you may wish to invite specific guests knowledgeable in that area

COFFEE MORNINGS...



What is the format of a Coffee Morning?

- Although Coffee mornings are informal events, advisable to start with Dua and a short welcome from the host.
- Formal speeches are not necessary, although depending on the theme of your event, you may wish to ask particular guests to say a few words, eg for Poppy Appeal Coffee Mornings, you may wish to invite representatives from The Royal British Legion to speak about their work and their cause.
- Purpose is to let your guests interact freely.

SCHOOL TALKS...



What is the purpose of holding school talks and how could they be beneficial as a means of Tabligh?

- To teach children from early age about the true teachings of Islam
- Remove any misconceptions
- Make new tabligh contacts
- School talks are a great way to introduce Islam to the younger generation and to build/strengthen relationships with staff.

How do I arrange a School Talk?

- If you have children at the school, speak to your child's teacher and offer to deliver a class talk/assembly
- If you don't have children at school, contact the RE/RS teacher at local schools
- Co-ordinate with any Lajna members who are School Governors or members of the PTFA at local schools
- Approach schools at key times, eg during Ramadhan, before Eid, before Hajj or during National Islam Awareness Week

SCHOOL TALKS...



What are the things I need to think about when planning the structure of my talk?

- Speak to the teacher, find out what she wants & how she wants it to be done
- find out the age group you'll be presenting to and adjust your content accordingly
- Timing.
- Keep your talk varied, interesting and engaging. Remember younger children = less attention span
- Find out what equipment will be available to use
- Find out how many people you can bring with you
- Present the school with your plan and ensure they are happy with it

SCHOOL TALKS...



What are some of the particularly good times of year to approach schools for talks?

- Islam awareness week
- Around Ramadhan, Eid and Hajj
- When Schools are doing topics related to Islam

What are some good topics for school talks?

- Basics about Islam: Allah, Prophet Muhammad (saw), The Holy Quran, The five pillars, Ramadhan and Hajj
- The Main Muslim Festivals: Eid ul Fitr, Eid ul Adha,
- Places and Ways of Worship: Salaat, Mosque, Etiquettes, etc.
- Who is a Muslim: Basic characteristic, dress, belief, way of living, etc. Perhaps more appropriate for older age-group

SCHOOL TALKS...



Are there any template talks available?

- On our website (Tabligh department)
- Tabligh Team are always happy to guide you

How can you maintain your contact with the school?

- Leave your details, make sure to tell them that you are happy to help in future.
- Write a Letter to thank them
- Keep in contact, invite the RE teachers, Headteachers, etc to Tabligh events.

Do Not Forget:

- If in doubt about the content/structure of your talk, send it to us and we can check it for you
- Do report it in your monthly Tabligh Report Form

1-1 SITTINGS...

What is a 1-1 sitting?

- A discussion which takes place between you and a Tabligh Contact
- A pre-planned sitting, as opposed to ad-hoc conversations

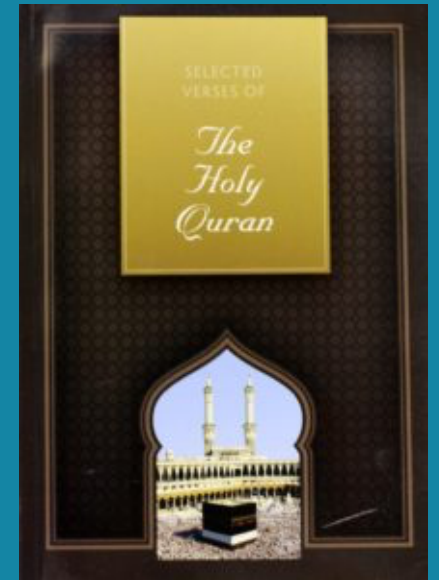
What is the purpose of a 1-1 Sitting?

The purpose is to enlighten your contact with:

1. The true teachings of Islam,
2. Your beliefs as an Ahmadi,
3. Address their questions and/or any misconceptions
4. Remember: *"There should be no compulsion in religion"* [2:257]

Who can I invite to a 1-1 Sitting?

- Female...
 - Non - Ahmadi relatives
 - Friends
 - Neighbours
 - Work Colleagues
 - Contacts from school
 - Contacts from local events



16:126. Call unto the way of thy Lord with wisdom and goodly exhortation and argue with them in a way that is best. Surely, thy Lord knows best who has strayed from HIS way; and HE also knows those who are rightly guided.

1-1 SITTINGS...

How long should it be?

- A 1:1 sitting should be at least an hour or longer

Where should 1-1 sittings take place?

- In a relaxed & personal environment ie. your home
 - Your house bears reflection of your values!
 - Added benefit of being a great source of Silent Tabligh
 - **You should only invite a contact to your home, once you feel safe and comfortable with them.**

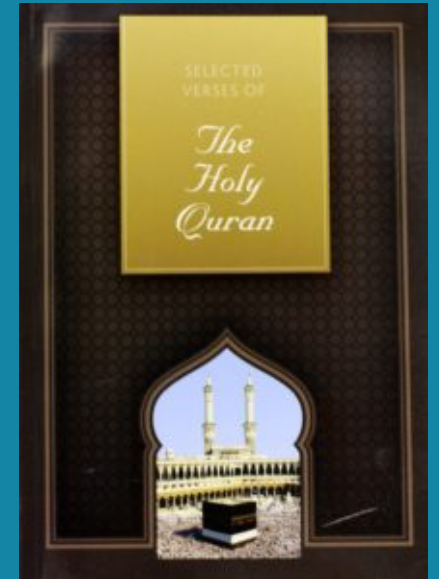


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1-1 SITTINGS...

How do I prepare for a 1-1 sitting?

- Find a few topics of interest that you wish to discuss & would be of **interest to your contact**
- Do your **research** before discussing the topic by:
 - Jama'at websites,
 - Reading books
 - Listening to Friday sermons, speeches and Addresses by Huzoor^(aba)
 - Listening/watching Q&A sessions (Ask Islam)
- Read up about the faith/ beliefs of your contact and their view on the chosen topic before the sitting . This will help you pre-empt any questions she may ask and will ensure you are better prepared!
- Keep Literature and any relevant material aside to give to your contact to take home



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1-1 SITTINGS...

What are the sorts of topics I can discuss during a 1-1 sitting?

- The true Jihad
- Women's rights in Islam
- Women and the Veil
- Rights of others in Islam
- Extremism and Terrorism
- FGM (Female Genital Mutilation)
- Islam and The Promised Messiah (peace be on him)
- Jesus (as) in Islam
- Science vs. Religion
- The Existence of God – Preaching to Atheists
- Prophet Muhammad (peace and blessings of Allah be upon him)
- The true Caliphate
- Freedom of Speech



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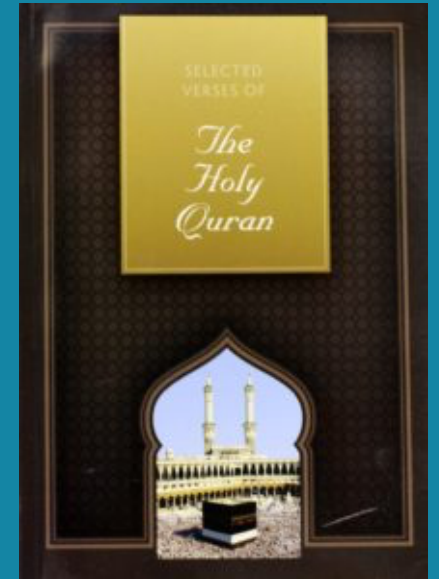
1-1 SITTINGS...

How do I choose topics to discuss during a 1-1 sitting?

- Your contact may have expressed interest in particular topics – focus on these
- Alternatively, you may wish to choose a topic based on current affairs
- Try to research the topic in great detail, especially consider your contacts beliefs, interests and view points.
- Find common grounds with your contact

What happens after the sitting?

- If any questions were unanswered, ensure you revert back to your contact, this may also be a good chance to invite the contact again.
- Keep in touch with your contact
- Invite your contact to social and informal events
- A gap of 2-4 weeks should be sufficient between sittings with the same contact, unless they wish to meet you earlier.



16:126. Call unto the way of thy Lord with wisdom and goodly exhortation and argue with them in a way that is best. Surely, thy Lord knows best who has strayed from HIS way; and HE also knows those who are rightly guided.

LIBRARY EXHIBITIONS...



How do I arrange it?

- Identify libraries local to you: <https://www.gov.uk/local-library-services>
- Contact your local library and offer to set up an exhibition
- Tell them about yourself, discuss possible themes and take some sample material with you.
- Discuss duration, timings of exhibition
- Discuss whether Lajna are allowed to be present at the stand

How do I set up my exhibition?

- Identify where the exhibition will be set up, is it a prominent location?
- Find out what materials/equipment the Library can provide, eg poster stands, exhibition boards, leaflet stands etc
- Display posters, pull up banners and literature. Have relevant books and leaflets available for visitors to take away with them.
- If the library allows, having lajna present at the stand is beneficial – if the Library does not allow this, do leave a guest book for questions and feedback. Also leave your contact details.

LIBRARY EXHIBITIONS...



What if my local library doesn't allow exhibitions promoting one particular faith?

- Suggest topics relevant to different faiths, such as peace, Inspirational women, the importance of charity...exhibitions on such topics will allow you to also portray the teachings of Islam.

Are there particular times when I should be holding exhibitions?

- Libraries may be more willing to allow exhibitions at particular times of year, eg:
 - during Interfaith week,
 - International Day of Peace,
 - World Religions Day
 - Islam Awareness Week

LIBRARY EXHIBITIONS...



Points to Note:

- Get all your majlis involved – allocate tasks such as making posters, banners, sourcing relevant literature etc...
- If you are allowed by the Library to stand by the exhibition, this is a great opportunity for silent tabligh – dress smart and modest and ensure you meet and greet members of the public in a polite and courteous manner.
- Do not compel library visitors to come to your stand – let them be drawn to it themselves.
- Answer any questions as fully as you are able to – if you don't know the answer, take down the visitor's details (with their permission) and do make sure to revert to them .

LIBRARY EXHIBITIONS...



After the exhibition:

- Thank the Library staff
- Keep in touch with the Library and leave your contact details with them, offering to arrange future exhibitions should they allow.
- Check Visitors book
- Have a Red Book Meeting and note any points to improve
- Keep your materials safe and do share ideas/helpful tips with other majalis in your region!

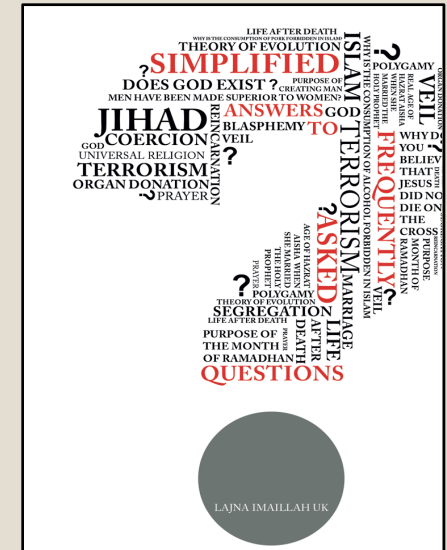
TABLIGH TRAINING DAY...

How often does a TTD need to be held?

- To be held each quarterly by each local majalis

What is the purpose of a TTD?

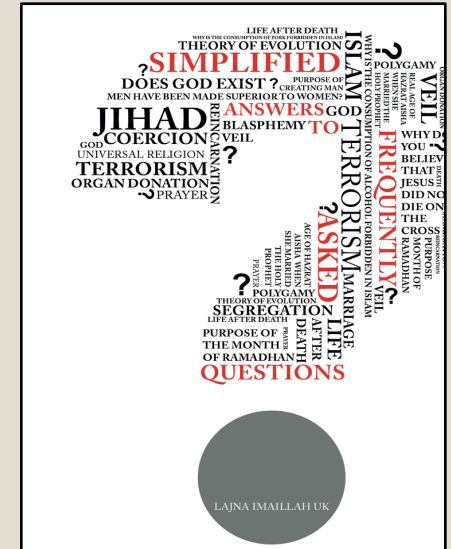
- Recommendation of Majlis E Shura 2017
- Discussing and raising awareness of current topics and trends affecting Tabligh
- Encouraging all Lajna and Nasirat to participate in Tabligh activities
- Provide Lajna with the Practical Tools and methods to be more confident in doing Tabligh (lack of confidence to do Tabligh often equals lack of motivation)



TABLIGH TRAINING DAY...

What should the TTD Cover - Some suggestions:

- Common and current allegations against Islam and how to respond to them
- How to write a good article
- Methods of preaching to Atheists
- Ways of getting involved in Tabligh, eg at University, at Work, through volunteering with a Charity or Women's Group
- How to conduct a successful 1-1 sitting
- How to arrange a Library exhibition
- How to plan and organise an Interfaith Event
- Sources of Information available to increase knowledge



TABLIGH TRAINING DAY...

Where can a TTD be held?

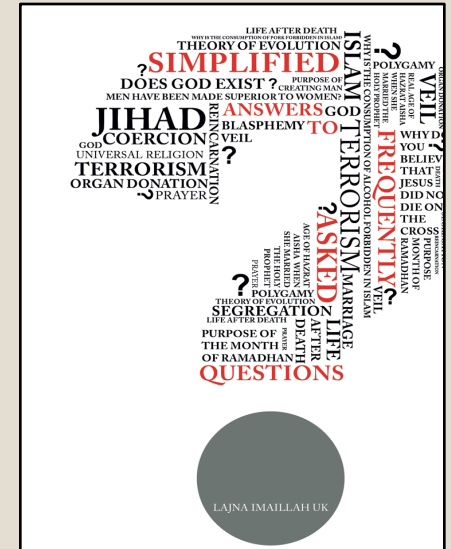
- Local mosque, member's house

Who should conduct the TTD?

- Members of the majlis
- National Team are always happy to support!

Does it have to be a full day's event?

- No, but do cover the topic fully



WRITING ARTICLES...



- **How do you decide who writes an article?**

- Anyone willing and able!
- Student Iajna are often experienced and enthusiastic to get involved!

- **How do you decide what the article should be about?**

- Topical and current issues in the press relating to Islam, especially women in Islam.
- Response to a particular article, eg Boris Johnson and the Burqa Ban!
- Marking particular occasions, eg, you may wish to write an article about the role and status of mothers in Islam around the time of Mothers Day or an article about the significance of the Hijab on World Hijab Day or an article about Peace on International Peace Day
- Article about the work of your local Majlis, eg your efforts for the Poppy Appeal

WRITING ARTICLES...



How long should it be?

- Depends on where you are sending it: Not more than 250 words for newspapers. Can be longer for Blogs and other publications (check with the relevant publication beforehand)

Can you send photos?

- Do check with National Social Media Team first and get the photos approved if they contain images of Lajna/Nasirat.

WRITING ARTICLES...



Where can you send it to get it approved?

- National Social Media Team

What personal information do you need to include?

- For most newspapers: Name, address, contact email/phone

Once the article is published what happens next?

- Send us a copy!
- Keep in touch with the newspaper and any contacts you have made. Invite journalist contacts to Jamaat events.

TABLIGH TARGETS...

How often must I set Tabligh Targets and to whom?

- Tabligh Targets are a recommendation of Majlis E Shura 2017
- Tabligh Secretary to set a monthly Tabligh Task to each member



What is the Purpose of Tabligh Targets?

- To become active Dain'illAllah and engage everyone in Tabligh

Where do I report the Targets I have set to my Majlis and their completion?

- In Your monthly report.
- Do provide as much detail as you can.

TABLIGH TARGETS...

How can I allocate the Tabligh targets?

- Tabligh targets should be allocated according to age/skills
- Tabligh targets can be set to groups rather than each individual member
- Set the targets according to suitability of the members – eg woman who find it harder to converse maybe able to bake cakes for a coffee morning, others maybe able to design the invites, mums who have children in schools can do school talks etc



TABLIGH TARGETS...

- **What sorts of Targets can I set?**
 - Age and skills appropriate target
 - Example Tasks:
 - Make a new Tabligh Contact,
 - Write an article,
 - Make an Eid card for Tabligh Contacts,
 - Bake cakes for a coffee Morning,
 - Hold a 1-1 sitting,
 - Make handouts for the Tabligh Workshop,
 - Design posters which can be used for exhibitions,
 - Learn about a particular faith or topic, eg Atheism



TABLIGH TARGETS...

How can I check whether the targets are being completed?

- Set deadlines for the completion of tasks
- Keep in touch with lajna members for regular follow-up



What can I do if ladies are not completing targets?

- Find out why they are not being completed – was the deadline realistic? Was the target age appropriate? Was the target suitable for their skill set?
- If not, set more appropriate targets
- Ask Lajna members themselves about how they would like to contribute so that they will happily take the initiative of being involved

TABLIGH STALLS...

What is a Tabligh Stall?

- A Stall exhibiting information about the Jamaat, set up in a public environment, for the purposes of doing Tabligh

Who can arrange a Tabligh Stall?

- Stalls may be set up by groups of Lajna

When should I set up a Tabligh Stall?

- For Fundraising purposes, eg Poppy Appeal
- Literature Stalls
- Stalls to mark special events eg Women's Day or International Day of Peace

TABLIGH STALLS...

Where can I set up a Tabligh Stall?

- Aim for areas where there is high people traffic, eg outside supermarkets. These also have the advantage of security presence.
- Always ensure you seek permission if needed from the owners/council

What guidelines must I follow?

- Lajna should go in groups
- Those ladies with knowledge about Islam/specific theme of the stall should be encouraged to participate
- Young or unmarried girls should not go alone
- Purdah should be observed to the highest standard – Remember: you are representing your faith, this is a great opportunity for both active and silent Tabligh!
- Avoid confrontational discussions from members of the Public – maintain a polite, dignified manner at all times

TABLIGH STALLS...

What do I need to take with me?

- Sufficient literature, eg Books and Leaflets
- Contact Cards
- Snacks, Refreshments (for you and your Team)
- Notebook for comments/questions
- Banners/Posters or other relevant exhibition materials

JAZAKALLAH