



**Gain Peace**  
...through Islam!

# HOW TO GUIDE OPEN MOSQUE DAY

GainPeace — A Project of ICNA

Mosque Name

Location

Presenter name



Project of ICNA

GainPeace.com 800-662-ISLAM

# TOP THREE ITEMS FOR OPEN MOSQUE DAY



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# OPEN MOSQUE DAY – MAIN ITEM

- **Budget – \$800 – \$1500 approx Estimate (fundraising for the open house)**
  - Snacks or launch or BBQ
  - Flyer printing cost
  - Flyer distribution cost
- **Marketing**
- **Event day activity**

# MARKETING



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# MARKETING

- Fliers printing
- Printing and Mailing
  - EDDM through USPS service
  - <https://eddm.usps.com/eddm/customer/routeSearch.action>”
- Invitation to Fire/Police department
  - One on one invitation letter
- Library invitation/Posting on notice board
  - Flier on library notice board
- City hall
- Interfaith contacts
  - Mass email
- Near by churches
  - One on one invitation letter
- Hospitals
- Email to past event attendees
- Facebook (Content/Delivery)
  - Paid/free Facebook ads
- Jumah Announcement/Distribution
  - Can bring their colleague/friends/ neighbour
- Contacting Media
  - Media coverage
- Ad in local news papers
- Facebook/WhatsApp friends Publicity
  - Invite fellow Americans
- Evite invitation setup(RSVP Contact)
  - Create tiny evite url and print on flier

# MARKETING

Items	Key contacts	comments
Fliers		Make post card size flyer
Printing and Mailing		EDDM USPS service , 18cent house hold "https://eddm.usps.com/eddm/customer/routeSearch.action"
Chamber of commerce		
Fire Department		
Police Department		
Library invitation/Posting		Calendar of events/mass email
City Hall		
Interfaith		Interfaith contact
Format Letter		
Near by churches		
Campus library		
Hospitals		
Email past attendees		
Evite invitation setup(RSVP Contact)		
Weekly news letter (Content/Delivery)		
Contacting Media		Capture the event in the paper, radio, or news
Ad in News Paper		
Facebook Publicity		~\$50 to reach out to 3,000-4,000 (\$100-200 suggested)
Website (Content/Delivery)		
Facebook (Content/Delivery)		
Jumah Announcement		
Jumah Distribution		Fliers to invite colleague / Neighbours one on one
Hashtag		

# MARKETING

<https://eddm.usps.com/eddm/customer/routeSearch.action>



## Every Door Direct Mail®

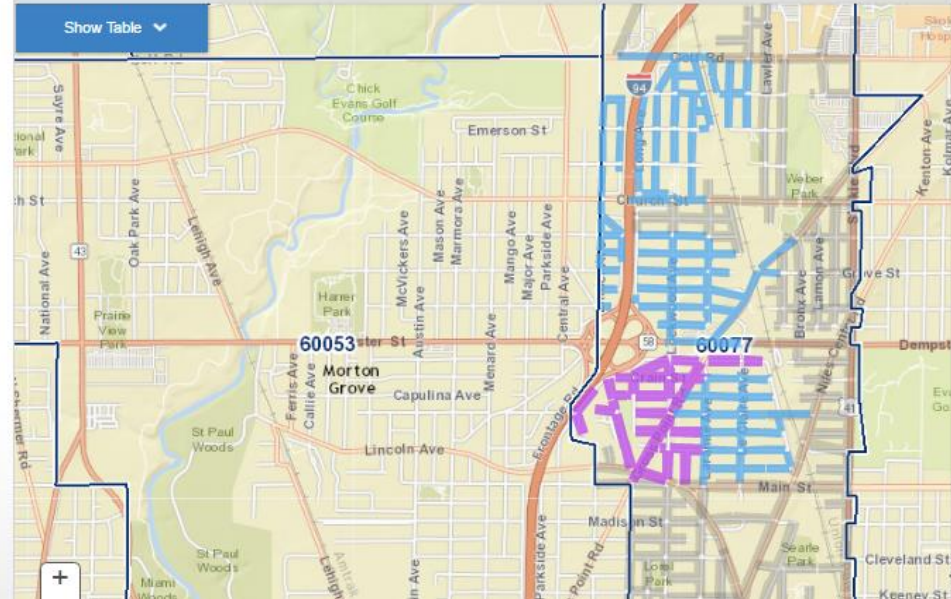
Create Mailing

What is EDDM?

Mailpiece Size Checker

60077

ROUTE	RESIDENTIAL	BUSINESS	TOTAL	AGE 25-44	SIZE	INCOME	COST
60077-C060	414	23	437	24%	2.79 PPL	\$76.31K	\$76.91



### Order Summary

Individual Routes Selected

5

Post Office Drop-Offs

1

Total Delivery Addresses [Clear](#)

2238

Approximate Cost [i](#)

\$393.89

Continue

Save



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# MARKETING – SAMPLE FLYER

**YOU ARE INVITED TO**

# Open Mosque Day

**KNOW YOUR MUSLIM NEIGHBORS!**

**Islamic Foundation**  
300 W. High Ridge Road  
Villa Park, IL 60181

RSVP@  
630-465-0377  
openhouse@islamicfoundation.org  
http://evite.me/7BBYJFH6XX

- Mosque Tour
- Short Presentation
- Prayer Observation
- Discussions and Q&A

**SATURDAY  
NOVEMBER 21**

12:15 PM TO  
2:00 PM

# FREE Literature, Books & Lunch

## OPEN TO ALL

And (remember) when the angels said: O Mary! Verily, Allah (God) has chosen you and made you pure, and hath preferred you above (all) the women of creation. (Quran, Chapter 3: 42)

"Whoever believes in GOD and the Last Day, should be good to his neighbor, should be generous to his guest, should say what is good or be silent".  
- Prophet Mohammad (Peace be upon him)

**Topics**

- What do Muslims believe & practice
- Myths about Sharia Law
- Women in Islam
- Open Q&A

# FREE Literature, Books & Lunch

## OPEN TO ALL

"To Save a Life is to save all of Humanity"  
The Quran, Chapter 5:32

"Whoever believes in GOD and the Last Day, should be good to his neighbor, should be generous to his guest, should say what is good or be silent".

### Invitation To All Neighbors

Share the joy of Eid Festival with your Muslim Neighbors



Cardinally Invites You To

# Open Mosque Day

300 W. Highridge rd. Villa Park IL, 60181

March 26, 2016

PLEASE RSVP AT  
630-465-0377 | openhouse@islamicfoundation.org | http://evite.me/7BBYJFH6XX

**Islamic Foundation**  
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Villa Park, IL 60181

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- Mosque Tour
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**Saturday August 6, 2016**

1:00 PM TO  
3:00 PM



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# EVENT DAY SETUP



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# EVENT DAY SETUP

- Welcome Table/Sign up sheet/name tag/candies/flower vessel
- Audience Table/chair setup
- Presenter - Projector /Audio/Screen setup
- Ask Imam table
- Sisters in charge (guest women's tour / registration table )
- Print Agenda/Feedback - for each table
- Snacks (Water, Tea, Coffee, Cookies)
- Launch/BBQ
- Gift Bags (FAQ, Translation of Quran, Life of the Prophet, Islamic Brochure)
- Photo/Video – in charge
- Testimonials – Take permission before record with sets of questions
- Paper Products/Utensils
- Cultural Booth, Posters, Standing Banners and Gift Packs
- Group photo with gift bag
- Media person/local channel
- Clean up/Wrapping the event
- Update Newsletter
- Security
- Guest parking
- Thank you note to all attendees
- Thank you note to all attendees
- Security for guest parking
- Labels/banner printing

# EVENT DAY SETUP

Day of Event	Sisters in charge (guest women's tour / registration table )		
Day of Event	Security		
Day of Event/Setup	Welcome Table/Sign up sheet		Feedback form, Agenda & Name tags, Brochures - A visit to the mosque
Day of Event/Setup	Audience - Table Setup		
Day of Event/Setup	Presenter & Imam's table and Projector setup		
Day of Event/Setup	Speakers (Audio/Video)		
Day of Event	Photo in-charge		
Day of Event	Video in-charge		
Day of Event/Setup	Lunch		catering menu
Day of Event/Setup	Snacks (Water, Tea, Coffee, Cookies)		Coffee, Water, Tea, Snacks, Lunch
Day of Event/Setup	Paper Products/Utensils		Plates, Cups, Napkins, Utensils,
Day of Event/Setup	Cultural Booth, Posters, Standing Banners and Gift Packs		
Day of Event	Testimonials - Permission to record		Video camera /set of questions to asked with guest
Day of Event	Group photo with gift bag		
Day of Event	Clean up/Wrapping the event		
After Event	Update - News letter		
After Event	Thank you note to all attendees		
Day of Event	Gift bags		FAQ, Translation of Quran, Life of the Prophet, Islamic Brochure
Day of Event	Agenda		Minute by Minute plan
Day of Event	Ask Imam – Table setup		
Day of Event	Security for guest parking		
Day of Event	Labels/banner printing		

# SAMPLE EVENT DAY AGENDA

## PROGRAM

2:00 PM – 2:20 PM – Gathering and Welcome address

2:20 PM – 2:45 PM – Break for Snacks

2:45 PM – 3:10 PM – An overview of Islam—A short presentation on Islam and the Freedom of Speech, Demystifying the Sharia Law, women in Islam.

3:10 PM – 3:30 PM –Open Forum: Q&A and discussion. Socialize with local Muslims.

3:30 PM – 3:45 PM - Congregation Prayer

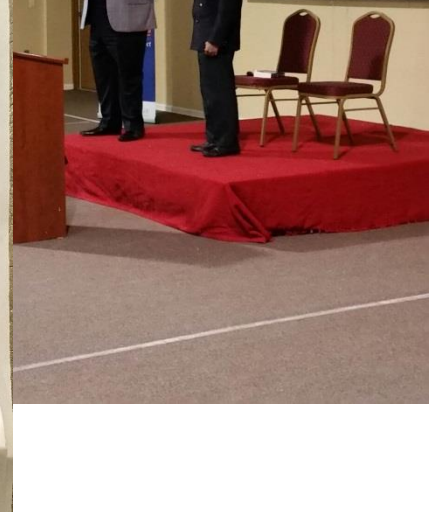
**Please note that refreshments, free reading material, including books and brochures on Islam will be available for attendees to take home.**



# EVENT DAY










# EVENT DAY



# MEDIA COVERAGE – BY ABC CHANNEL 7













# OPEN MOSQUE DAY – SAMPLE DOC

Sample			
Open Mosque flyers	 OpenMosqueSam pleFlyer		
Invitation Letter	 Invitation letter open Mosque Day	 Invitation_Letter_ MosqueOpenDay	
Agend - OpenMosqueDay	 Agenda_Mosque OpenDay		
Full Checklist	 CheckList OpenM osqueDay		
Banner	 OPEN-HOUSE BANNER.pdf		
Ads Sample	 AdsAroundMosq ue2		



# OPEN MOSQUE DAY – SAMPLE DOC

Sample			
Gift bags for Guest	 Gift2Guest	 giftBagsforGuest	
Dawah Table	 TablewithBooks& Brochure.jpg	 Dawah Table	
Registration Table	 Registration Table		
Feedback form	 Feedback form		
Snacks/Lunch	 Hall setup	 lunch	 Snacks-lunch
Some more tips for Open Mosque Day	 Mosque open house tips		

# MORE DETAILS

## Testimonials –

[https://www.youtube.com/watch?v=A\\_g9Z9r7KrQ&edit=vd](https://www.youtube.com/watch?v=A_g9Z9r7KrQ&edit=vd)

[https://www.youtube.com/watch?v=GiA\\_YK\\_Mqvg](https://www.youtube.com/watch?v=GiA_YK_Mqvg)

<https://www.youtube.com/watch?v=SWm02WW2kUg> (1:22 – till the end)

<https://www.youtube.com/watch?v=A8WJCWbA9Yg>

## Media coverage –

<https://youtu.be/hyaT6lb6YgE>

## Google Drive location for all sample files and more details

[https://drive.google.com/folderview?id=0BylL5fASzOk\\_UHhYQjdFTnpadGc&usp=sharing](https://drive.google.com/folderview?id=0BylL5fASzOk_UHhYQjdFTnpadGc&usp=sharing)

# MORE DETAILS

## Topics covert in Open Mosque Day

**SHARIAH LAW Myths vs Facts - Explaining Sharia Law to non-Muslims | Dr. Sabeel Ahmed**

<https://www.youtube.com/watch?v=KValbyHyJIM>

<https://www.youtube.com/watch?v=t-vm0zOBG34>

### **Freedom of Speech**

<https://www.youtube.com/watch?v=9m5vn7xk1eM>

### **OpenMosqueDay Bloomington**

<https://www.youtube.com/watch?v=8zvI7JzILhY>

<https://www.youtube.com/watch?v=sKJMvBIQU4A>

# MORE DETAILS

## Testimonials – About Speakers

[https://www.youtube.com/watch?v=GiA\\_YK\\_Mqvg](https://www.youtube.com/watch?v=GiA_YK_Mqvg) (1:50 -2:25)

[https://www.youtube.com/watch?v=0NaLDw\\_WdcA](https://www.youtube.com/watch?v=0NaLDw_WdcA) (0:35 -1:35)

Speaker–Bio

Next slide speakers bio

For more details of GainPeace .

<https://www.youtube.com/user/gainpeace>

<https://www.flickr.com/people/gainpeace/>

## SPEAKER'S BIO

Dr. Sabeel Ahmed, Director of the GainPeace Project



Dr. Sabeel Ahmed is the Director of the GainPeace Project, an outreach project of Islamic Circle of North America.

GainPeace.com's aim is to bring out the commonalities and build bridges between people of various faith, races, and nationalities. Some of the projects of GainPeace include advertising the message of spirituality via Bus, Billboards, trains, TV, Radio and newspapers. Dr. Sabeel had given many outreach presentations and workshops in various cities in the USA on the topics of Shariah, Freedom of Speech, comparative religion and youth empowerment. After completing his medical education from the Caribbean, he decided to dedicate his time as a full-time educator of Islam to tackle Islamophobia and to convey the peaceful message of Islam. He was born and raised in Hyderabad, India and moved to the USA more than 20 years ago. He is married with three children and resides with his family in Morton Grove, IL.