

JESUS

EXHIBITION

TRAINING GUIDE

OBJECTIVES

- To share the beautiful teachings of Islam with Christians.
- To share our belief about Jesus in Islam.



CHOOSING THE RIGHT VENUE

- Obvious choice: masjid.
- Is that the best location?
- Somewhere neutral? (i.e. local library, community centre)
- What about a church?

GOAL: Make it somewhere **THEY** feel comfortable attending.



LAYOUT AND SET-UP

- Decide how you're going to have your exhibition
- Banners, but what other stalls?
- Food, calligraphy, kids' crafts (e.g. face painting), henna for ladies, "Listen to Quran" booth, gift bags, dawah books display etc.
- Will you have talks?



These are all a hook to get people in.

VOLUNTEERS

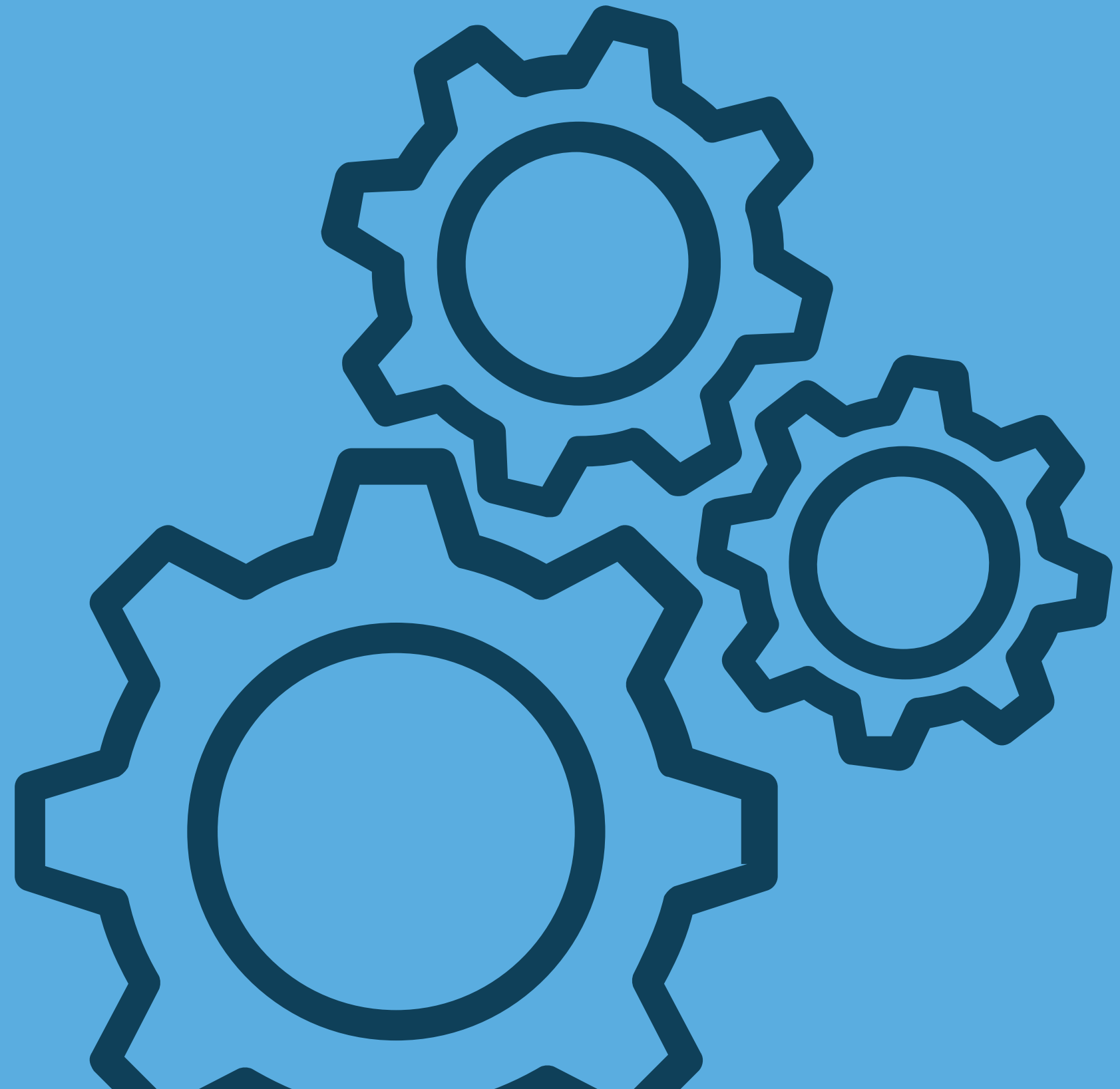
- Once you know what you're going to have, you need to allocate how many volunteers are needed for each stall.

- **Don't forget dawah volunteers!**



LOGISTICS AND SETUP

- Setting up - what will you need? (i.e. tables, chairs, laptop, A/V system).
- Make sure you have regular update meetings with volunteers to keep them in the loop.



MARKETING

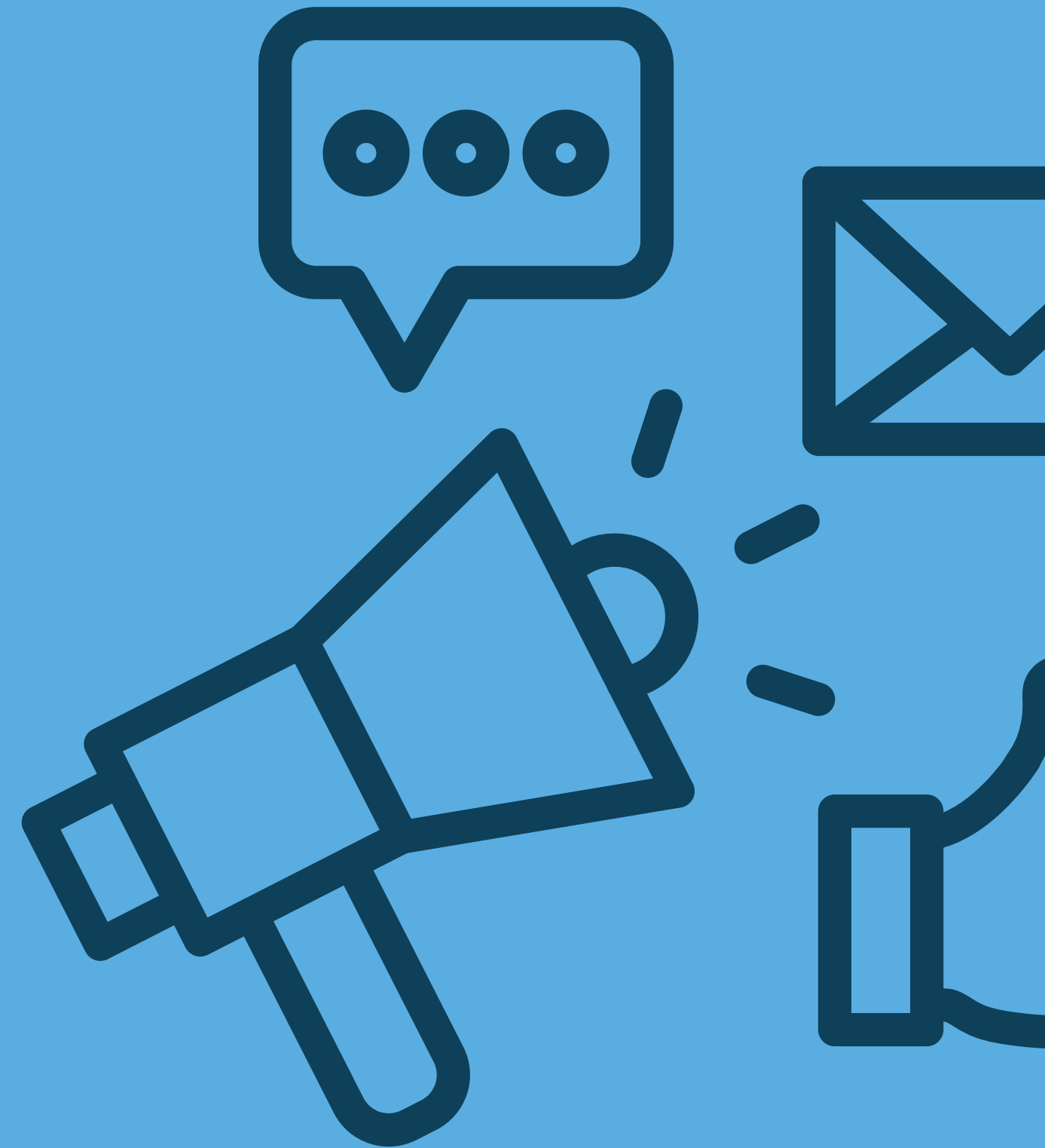
Without effective marketing you will have low attendance.

- **Online Approach**

- All social media avenues.
- Share everywhere, sponsored ads, make videos, **GO VIRAL!**

- **Emails**

- Churches, local MPs/councillors, police, fire, NHS, local schools, colleges, universities, local businesses etc.
- Send invite at least 4-6 weeks in advance.



MARKETING

- **Offline Approach**

- Posters & leaflets
- Size? (A1-A6)
- Where to market? (Muslim or non-Muslim locations)
- Leaflet drops (door-to-door, city centre, train stations, shopping centres, etc)
- Volunteer team to leaflet drop 3-4 weeks.
- Personal invitations. Visit your local churches personally. This has proved successful.



MARKETING

- **EVERYONE** needs to do **their bit!**
- Word of mouth
- Invite non-Muslims colleagues/ neighbours, etc



HOSPITALITY

Make it a fun and memorable day.



HELP US SHARE YOUR SUCCESS!

Kindly send us **good-quality pictures** and a **brief video of your event**. This allows us to:

- Inspire more teams to host a Jesus Exhibition
- Attract non-Muslims to attend next time
- Strengthen and spread the message of da'wah

USING EVENTBRITE FOR YOUR EXHIBITION

- Eventbrite is **now free** for **free events** — a great option if you'd like to estimate attendance before your exhibition.
- Visit ***eventbrite.com***

IMPORTANCE OF PUTTING IN THE EFFORT

- Overall we do this for Allah. He sees the effort we put in. So regardless of how many people turn up, we know we did what we could. The rest is up to Allah.
- Put your heart and love into it. Every aspect of it, it will show. What comes from the heart goes to the heart.

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