2017

CCTI in your neighborhood

National Tabligh Department

CCTI At your neigborhood

8/26/2017

CCTI AT YOUR NEIGBORHOOD

A MICRO-CCTI PLAYBOOK

For use by all Ahmadi members of the community

OVERVIEW

This year, Tabligh department is initiating an extension of the successful CCTI campaign to include similar and simpler one-to-one tabligh effort at an individual level for each Jamaat.

The ***CCTI-at-your-neighborhood*** program is designed to be run in parallel in all Jamaats at an individual member level, and encouraged to be adopted by every member. The goal is to spread the message of true Islam and Ahmadiyyat in every small gatherings in your own neighborhood by inviting your friends and neighbors into your home to hold short meetings.

The Objective

- Every member encouraged to hold at least one CCTI event in their own home once a month (Long Term)
- Invite selective neighbors and families to your home for simple socializing, refreshments and an hour of conversation about Islam.
- Primary objective is to introduce True Islam and Ahmadiyyat to your neighbors and help them become your ambassador
- Short term goal: 2 Da'een/Households in every chapter to hold consistently this year.
- Yes – we are doing Tabligh (direct & indirect) via this program.
- Increase the number of active Daeens manifold and improve Daeen training.
- Increase the outreach to the age group of 13 – 30 years old, young adults in your neighborhood.

The Opportunity – The Why?

- Increase the number of CCTI meetings all across the US by holding many **micro-CCTI** meetings in each member's homes and other convenient places within their immediate neighborhood.
- Given the current political climate, increase the visibility and awareness of our Muslim identity and True Islam campaign.
- Many members want to participate in CCTI but are unable to do so, due to long distance from their local mosque, center or work schedule.
- Tabligh efforts can be accelerated if many more potential Daeens are involved and can be given a simple plan and structure to engage in dialogue.

The Solution

CCTI- At your neighborhood program provides all of the desired flexibility in structure, schedule and convenience to hold these events at individual member's home without the need for centralized planning from your local Tabligh secretary.

PLAN DETAILS

What	When	Who	How	Where

What

- Hold once a month informal gathering at your home with 2 to 3 of your neighbors
- Provide light refreshments with coffee, tea or soft drinks
- Have light discussion regarding our identity, Agenda:
    - Agenda should be informal and simple
    - Get to know your neighbor incase this is the first time you are meeting them
    - Discuss about our beliefs or practices as Muslims and focus on the commonality with others
    - Ask them if they have any question regarding Islam or Muslims
    - You may bring up trueIslam.com 11 points

Who

- Each Ahmadi member is a host for this micro-CCTI program
- Short Term: 2 dedicated Da'eens/hoseholds to pilot in each Jamaat
- Your audience
    - Your immediate neighbors or friends and acquaintance
    - Include your neighbor's children, especially in the age group 13-30
    - Involve your own family and children to participate.

When

- At least once a month
- You may utilize calendar events like Ameen ceremony,Thanksgiving day, or Eid day to invite your neighbors
- You may also use any evening as suitable with your neighbors

Where

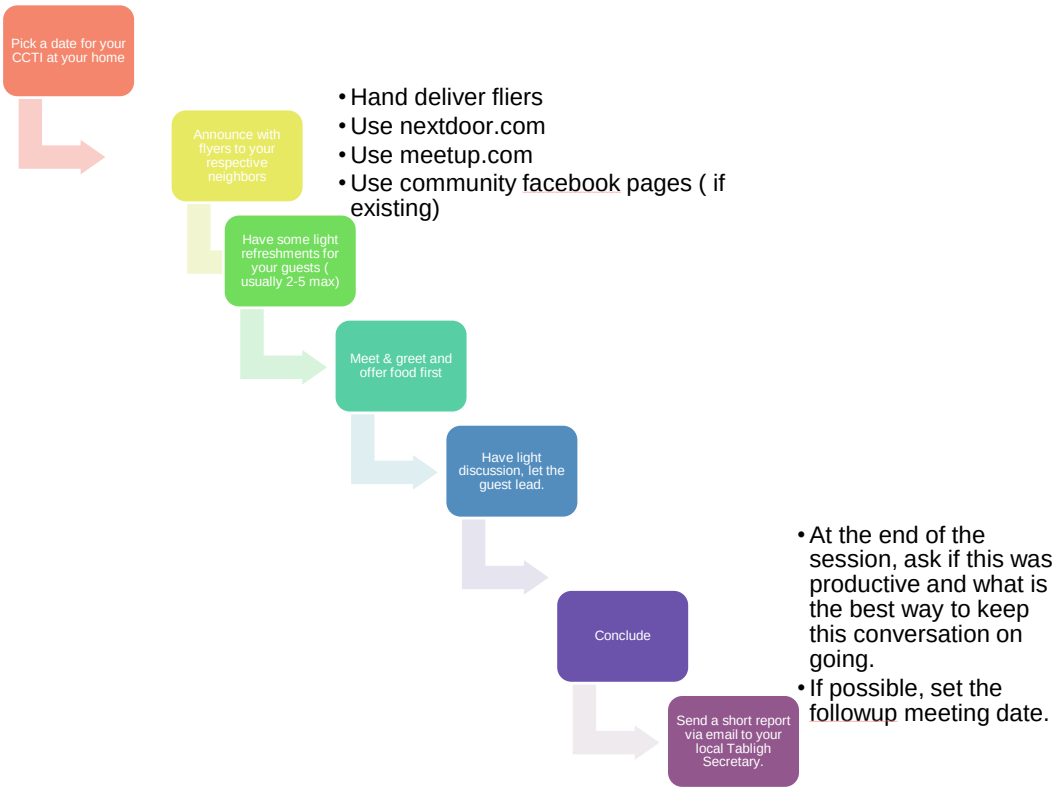
- The event should be held in your home.

How

1. Pick a date for your CCTI at your home
2. Announce with flyers to your respective neighbors
    a. Hand deliver fliers

    b. Use nextdoor.com
    c. Use meetup.com
    d. Use community facebook pages (if existing)
3. Have some light refreshments for your guests (usually 2-5 max)
4. Meet & greet and offer food first
5. Have light discussion, let the guest lead.
6. At the end of the session, ask if this was productive and what is the best way to keep this conversation on going.
7. If possible, set the follow up meeting date.
8. Send a short report via email to your local Tabligh Secretary.

Execution plan Workflow



Execution Strategy

Simplicity is the key to the success for this program. Many of our members host guests at their homes already. This program enables them to extend those private gatherings into a micro-CCTI event for additional blessing of doing Tabligh.

The structures recommended here are given only as a guardrail and by no means a prescription on how each member is being asked to tailor his own gathering.

Technical/Project Approach

We have created simple flyers and PDF templates that can be distributed either by hand or via evite.com website. These templates are available on our shared folders.

In addition, the following social media websites should be utilized to spread the word within your own neighborhood. The top sites that we have found very effective are:

http://Nextdoor.com

http://Meetup.com

Facebook community pages

Some neighborhoods have HOA, Community center or bulletin boards, and they may have existing email distribution groups that you may make use of.

Sample invitation card



Resources

Printable Flyers are located here:

https://drive.google.com/open?id=0B6NYUYvXVk_zcVY5QWZSV05JY3c

Social Media sites to be utilized

http://nextdoor.com

http://meetup.com

If you require any of the following items due to interest of your neighbors, please reach out to your local Tabligh Secretary.

Locally available materials/resources are:

- Pathway to Peace
- Life of Muhammad (s)
- Review of Religions
- Islam 101 presentations
- TrueIslam presentations

Event Deliverables

The host member should report back to the local secretary with following details so that the contacts can be added to salesforce for effective follow up.

Deliverable	Description
Date of Event	<Brief description of event>
Number of Guests	
Guest contact details	Please provide name, email, phone # of guest if they would like to be on our our mailing list, or if they requested any printed materials

Timeline for Execution

The schedule for these events are flexible and not mandated by local Tabligh team. However, the goal of this program is to encourage at least 1 event per month for every member. Ideally, there can be many such opportunities in some months and we should take advantage of that. Following is a suggested list of US calendar for next 10 months. Many of these events are opportunities to 'connect' with your neighbors.

Month	Holidays/calendar events	Sample/suggested CCTI Themes	
September 2017	Hold around Labor Day / Eid celebration/Yum Kippur	Hold a meeting for your Jewish neighbors to acknowledge Yum Kippur. Discuss how this ties to Lunar new year in Islamic traditions.	

		Eid Celebration with your neighbor, explain the tradition of Eid and reasoning for animal sacrifice.	
October 2017	Colombus day/Halloween	Hold a meeting to celebrate Columbus day. Discuss how Islam promotes tolerance of various culture and traditions	
November 2017	Thanks Giving dinner	Invite few of your neighbors to share Thanksgiving meal with you. Share how Islamic doctrine preaches giving thanks to Allah (swt) for all His bounties. Acknowledge how you are thankful for having close neighbors.	
December 2017	Pre Christmas gift exchange/Chanukka	Recognize and acknowledge your neighbor's tradition, discuss their roots. Discuss difference between religion and cultural beliefs in Islamic practices.	
January 2018	MLK Day	Discuss concept of equality in Islam when it comes to race, rights of women, citizen, immigrants.	
February 2018	Ash Wednesday	Discuss how Islam views Hazrat Isa as a noble prophet, his death and resurrection.	
March 2018	Passover	Invite Jewish friends before or after Passover week to acknowledge and share commonalities on Islamic Fasting, its benefits.	

April 2018	Passover/Easter/Good Friday Isra/Mira'j	Invite Jewish friends before or after Passover week to acknowledge and share commonalities on Islamic Fasting, its benefits. Share stories of Mira'j	
May 2018	Ramadan/Memorial Day	Invite friends and neighbors over for breaking fast (Iftar). Discuss why Mulsims fast, how they fast, benefits, etc.	
June 2018	Eid	Invite neighbors for Eid celebration, food and small gifts	

QUALIFICATIONS

CCTI-at-your-neighborhood is an individual member sponsored and run event modeled after the local CCTI event. Local tabligh secretary will be available to provide support as needed but will not impose specifics. There is no central funding or approval required. Members are expected to host the event at their own residence. The only ask is that a report is sent to the local Tabligh secretary for each event, contact details and books/materials needed.

MANAGING CHALLENGES

Some of these common challenges may be faced by local Tabligh secretaries. It is recommended that the secretaries hold regular Da'een training classes with the help of regional secretaries to address these with local participants. Initially, focus on 2 dedicated Da'eens in each Jamaat to pilot the program.

- How to activate jamaat members to become active in Tabligh?
- How to engage with my neighbor?
- Am I confident with my identity as a Muslim in this time?
- How to get started and approach my neighbor? What if they are not receptive?
- Do I have the necessary knowledge or skills to talk about Islam?
- Do I have the urge to ‘own’ this as an Ahmadi?
- Is my home environment and family going to support me on this?