In the Name of Allah, Most Gracious, Ever Merciful

**Coffee, Cake and True Islam [CCTI] Engagement Best Practices**

**Section 1**

Pre event Do’s/Dont’s

Do’s

* Print Jama’at business cards ( order from vistaprint.com and submit for reimburse to local GS)
* Print CCTI fliers
* Print CCTI Feedback forms or index cards
* Print a Table Top placement Card with CCTI logo
* Setup Facebook event on your local Facebook page
* Respond to Facebook Likes, and interested or going individuals with standard chat based responses
* Set up at least TWO CCTI EVENTS EVERY WEEK - one by the ladies for LADIES ONLY, and the second by the men open to all

Don’ts

* Don’t start Facebook ad any earlier than 4 days before the program
* Do not be satisfied with the same one or two REGULARS, must strive to get at least two new young guests each week in each CCTI event

**Section 2**

Event Do’s/Don’ts

Do’s

* Identify da’eens who are confirmed to attend
* Ensure Da’een knows how to introduce him/herself
* Ensure Da’een knows how to welcome guest
* Ensure Da’een knows how to engage in first conversation
* Ensure Da’een knows how to connect with guest at a personal level
* Ensure Da’een understands how to ‘listen’ to guest’s viewpoint
* Ensure Da’een knows how to introduce our community in concise manner as “Muslims”
  + Review the message map from PA dept as a guide
* Ask what prompted the guest to attend or have interest
* Keep discussion at high level
* Offer refreshments, seating.
* Maintain Islamic tenets of proper Purda at all times.
* Sympathize, empathize without taking any politically charged sides.
* Request guest to provide feedback on the feedback card
* Request guest to provide contact info for future programs
* Discuss upcoming programs/events either at local mosques, or Jalsa and what the guest can learn by attending such program
* Introduce our Khalifa, Hazur Aqdas.
* At conclusion, thank them for their time. State our appreciation and how we valued their thought sharing and support for us.
* At a personal level, you can request social media connection via LinkedIn , twitter etc. to stay in touch in addition to their email/phone via the feedback card.

Don’ts

* Do not get into detail argument, lectures on theology
* Do not get into 73 sects of islam and intricacies of navigating sunni vs shia
* Do not get into discussion of persecution of Ahmadis
* Do not take political position, side or criticize current geo political affairs

**Section 3**

Post event Do’s/Dont’s

Do’s

* Enter the contact info into Salesforce
* Follow up any unanswered questions via email/phone ( preferred method indicated by guest)
* Submit expense receipts
* Submit report summary to your local tabligh secretary
* Send a personal thank you note via email/text to the guest.

Don’ts

* Do not delay in updating Salesforce for guest contact info
* Do not delay in sending a thank you note

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**At the end of a one-hour CCTI session, a visitor should recognize:**

* There is no scriptural basis for violence and terrorism
* Islam / sharia is not at odds with "the West", but in fact a positive influence
* Women have free will and are not oppressed
* Islam respects the truth of all beleifs...
* Ahmadiyya is about establishing peace and brotherhood through True Islam...."

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## **Important FRESH Guidance from**

## **Hazrat Khalifatul Masih (ab) Regarding Tabligh**

Hazrat Khalifatul Masih, may Allah be his Helper, stated:

**"The wisdom of Hazrat Ali (ra) should be kept in mind when preaching. He stated that at times the heart is willing and inclined towards listening to something while on other occasions it is not. Therefore, one should enter into the hearts of people while taking this into consideration and should assess the situation and whether the person is willing to listen to what you wish to say. Thus, we also need to adopt this wisdom."**

**"The Promised Messiah (as) also guided the Jama'at in this regard and said that a person should ponder over what they wish to say and keep it concise. Delving into long debates and deep discussion has no benefit. One should convey his point in a few words which goes straight into the ear and if ever the opportunity arises in the future then he can expound upon it. However, this is only possible when one is constantly in contact with them."**

[Friday Sermon, Hazrat Khalifatul Masih (ab), March 17, 2017]

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**Directions Regarding Purdah at CCTI Events  
  
Sent April 29th, 2017 by Dr. Waseem A. Sayed to all Presidents and Tabligh Secretaries, USA**

Ameer Sahib has directed that "The matter is very simple. What we are trying to preach to people is the interpretation of Islam as explained by the Promised Messiah (as) and his Khulafa. If we are violating purdah in practice, then what is True Islam ... it is contradictory for there to be no purdah when the ladies come … but if they accept Islam-Ahmadiyyat and then we tell them that now you have to observe purdah. So ladies and men cannot participate in a mixed gathering ... Men and women should sit in a separate room and separate stall at all our CCTI [Coffee, Cake and True Islam] events. Arrangements must be made such that a "separate room and separate stall" is made available for the ladies. Simply sitting on separate tables will not be considered enough. And the room/stall for the ladies should be clearly identified as being for "ladies only."   
  
In order for us to move forward, therefore, we should choose locations where such arrangements can be made. If no suitable locations where this can be done can be found, the CCTI events may be held at our own mosques or centers.

Was-salam, requesting prayers,  
Waseem A. Sayed, PhD  
National Tabligh Secretary

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## **FURTHER Guidance from**

## **Hazrat Khalifatul Masih (ab) Regarding Tabligh**

Friday Sermon, September 8, 2017

* Many countries in their Majlis Shura ponder over this matter that how can we convey the message of Islam in a better way. We should remember that whether it is for Tabligh or any other project, once it has been approved by the Khalifa of the time, it is the duty of the members of Majlis Shura and all office bearers to get it implemented. **When it comes to Tabligh projects, it is the duty of all office bearers to participate in these efforts and not leave them to only Secretary Tabligh. When all office bearers will participate in Tabligh, they will become models for members of Jama’at and therefore everyone will contribute.**
* Another meaning of Hikmat is to do Tabligh keeping the facts and reality in mind. If wrong things are mentioned during Tabligh, eventually everything gets exposed. Then another meaning is to do Tabligh according to the circumstances meaning such arguments shouldn’t be presented which may anger or frustrate people. The Holy Prophet (sa) has also said that you should always speak to people according to their intellect and understanding. Then another important matter about Tabligh is that we need to make contacts throughout the year and do Tabligh to them. It is not enough to merely do flyer distribution two or three times a year.
* The conditions of the world today are due to humanity moving away from Allah and it is only Ahmadis who can bring them back. Therefore, Allah has asked us to deliver the message keeping these points in mind. Guidance comes from Allah alone. We do not know the unseen, and therefore do not know who will get influenced by our Tabligh. We will not be held responsible for the results of our Tabligh; we will be questioned over whether or not we fulfilled our responsibility and gave the message of Islam according to our capacities. Some people ask that how many people have you converted or how many years will it take if you continue with this kind of Tabligh? Our answer should be that we have been commanded to do Tabligh and we will always continue to do so. It is Allah who will show the fruits of our efforts and we are certain that one day we will be in majority throughout the world.
* We should also remember that wisdom doesn’t mean cowardice or agreeing with something fundamentally wrong. We do not fight with anyone, but should always express our teachings and point of view with wisdom. Recently, some of my comments about shaking hands with women and homosexuality attracted negative commentary in Germany. Recently, a politician in England separated from his party because he was against abortion and homosexuality. Huzoor (aba) said that if worldly politicians do not show cowardice in these matters, how strong should our faith be? We should never leave truthfulness for worldly reasons. Do not worry about opposition as it opens the avenues for truthfulness. The Promised Messiah (as) has said that the more truthfulness is opposed, the more it shines and shows its majesty.
* It is also important for Tabligh that our actions and claims should be equal, meaning we do what we say. Only then will our Tabligh affect the hearts of people. The Promised Messiah (as) has said that if man doesn’t speak with an honest heart and doesn’t back it with practical example, his speech will carry no influence. Our claims hold no weight in the sight of Allah without our actions. May Allah enable us to act according to these guidelines. Ameen