USA Ethnic Desk Initiative

**#1) The Plan is to reach out to all \_\_\_\_\_\_\_ residing in the United States to convey the message of Islam-Ahmadiyyat.**

**Our goal is to achieve lay the Tabligh framework that will enable us to win us, with Allah’s Grace, XXXX converts to Ahmadiyyat by June, 2018 and xxxxx by 2022**

**[Point of contact (P.O.C): ?? ]**

* How many ------ live in the United States?
* In what States are they concentrated?
* Assign a local coordinator in each such State

**#2) Follow up, phone call and contact management**

**[P.O.C: General Secretary of Ethnic Desk ]**

- Collect and add all Ahmadi ethnic members and desk participants in an email group and WhatsApps group

**- A technically good website to reach out to your ethnic group**

- A short xxxx newsletter to share with contacts and guests

- Maintain a central guest list to share guest names under tabligh with Huzoor aqdas for prayers

- Hold a monthly teleconference for desk update

**#3) Media Advertising – Print, Cable and Social Media**

**[P.O.C: ]**

- 30 secs TV AD and 30 minute Documentary to introduce Ahmadiyyat

- True Islam campaign, MTA and CCTI AD in ethnic newspaper

- how to draw traffic to website and CCTI via social Media AD (Facebook, Google etc)

- Launch a social media campaign (Facebook, Twitter etc) to reach out the ethnic group and informing them to watch MTA program

**#4) Participate in national and local (Kosher/Halal) ethnic programs**

**[P.O.C: ]**

- Explore whether our facility can be open to "kosher" civic associations to deepen relationship with them –

- Holding a book stall Book

- Humanity First stall / Blood Drive

- Goal is to invites guest to our local CCTI programs

**#5) Press Conferences & public meeting**

**[P.O.C: ]**

- Hold Press Conferences and Public Meetings (e.g.MMOP) in cities with large ethnic concentration

**#6) Booklets on Islam basics and souvinour items**

[P.O.C:]

**-** Booklets **should be available for press conference and distribution**

- Post cards need to be prepared to notify about Advent of Imam Mahdi (as), Q&A session on MTA and website

**#7) USA Jalsa have a special arrangement for ethnic guests**

* Hold a meeting with all members, new converts and guests
* Reach out to ambassador, UN permanent representatives, professors and other prominent figures and invite them
* Invite scholar and well known person will attract more audience from the community.

**#8) Coffee Cake and True Islam event**

**[P.O.C:]**

**-** hold weekly CCTI in large ethnic concentration

**#9) Contact all ethnic associations in USA**

**[P.O.C: ]**

* To work on alliances through the medical profession
* Colleage Students, professors and students association
* Join hands in social projects
* Our goal is to invite them to CCTI so they become our friends

**#10) Holy Quran and Other Tabligh Exhibition**

[P.O.C:]

**#11) Invite guests/new converts/ VIPs to UK Jalsa**

* Select a few new converts to attend the UK Jalsaa and meet with Huzoor aqdas
* Invite 2 or 3 key VIP guests to UK Jalsa and meet with Huzoor aqdas

**#12) Ethnic member list and Team**

Members who can assist in the whole projects in USA:

* Desk Lead
* General Secretary
* Local Coordinator
* Lajna Coordinator