

Isha'at 2018-2019 Department Plan

Department: Isha'at

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Department Goals (from Muhtamin's perspective)

1.	<p>Mujahid</p> <ul style="list-style-type: none"> ● 4 publications (once a quarter) ● Rebrand Mujahid (i.e., new logo, new style-guide) ● Create Mujahid website
2.	<p>Publications</p> <ol style="list-style-type: none"> 1. Translate Muhabbat-e-Illahi (Love of Allah) 2. Translate Obituary Khutbah on Chaudhary Zafrullah Khan Sahib (ra) 3. Translate Malaikatallah (Angels of Allah) 4. Khutbat-e-Nikah (Translate 20 addresses only) 5. Short Stories of American Converts to Islam 6. Living Connection with Allah -- Inspirational Stories of the Companions of the Promised Messiah (as)
3.	<p>Twitter</p> <ul style="list-style-type: none"> ● Increase total # of tweets to 2,500 (currently 1,322) ● Have 50% of majalis tweet every month (currently at 30%)
4.	Provide feedback on Qaid monthly reports.

GOALS IN DETAIL (from Local Majlis perspective)

<u>Goal</u>	<u>Target (to be used for Alme-e-Inami)</u>			<u>National Target</u>	<u>Funding</u>	<u>Due Date</u>
	<u>Small</u>	<u>Medium</u>	<u>Large</u>			
# of Tweets of	5	10	20	-	-	Every Month

Local Implementation (Monthly Reporting Questions -cannot change throughout the year)

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1.	How many tweets of local nature did you tweet from your official Majlis Account?
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Key Dates

01-Nov-2018	Start of MKA Year
Nov 2018	Update Nazimeen Isha'at Telegram Group: add new and remove old nazimeen.
Every Quarter	Re-assess qaideen usage of twitter and support those qaideen and develop patterns and strategies to assist those qaideen who are struggling with twitter consistency.
Dec 10th	Release Winter Edition
March 10th	Release Spring Edition
June 10th	Release Summer Edition
Sept 10th	Release Fall Edition

Communication Plan

Mohtamim to Local	Monthly feedback on reports: Call, Text, DM, Email
Local to Motamid	Call, Text, DM, Email
Motamid to RQ	Issues will be escalated when necessary: Call, Text, DM, Email

Success Factors

<ul style="list-style-type: none">• Build upon Twitter• Share with your local telegram group/newsletter what is happening nationally & in other Majalis
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Other References

Reports submission: https://www.mkausa.org/reports Monthly Meeting Resources: https://www.mkausa.org/meeting MKA Constitution: https://www.mkausa.org/download/15430/ Hafiz: https://hafiz.mkausa.org Qaideen Handbook: https://hafiz.mkausa.org/article-categories/qaid-handbook/
