2020-2021 Isha'at Department Plan

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Department Goals (This is from a Muhtamim's perspective)

1.	Publications: ● Complete book: Understanding Salat ● Complete book: Living Connection with Allah ● Complete book: MalaikutAllah ● Complete book: Short Stories of American Converts to Islam, Vol 2 ● Complete book: Translate and distribute a collection of 20 Khutbah Nikah delivered by Hadrat Musleh Maud (ra).
2.	Audio Books ● Audiobook: Essence of Waqf-e-Nau ● Audiobook: Sign of Allah ● Audiobook: The Martyr
3.	Mujahid ● Mail out an edition per quarter ● Improve Quality of Articles
4.	Twitter ● Increase total # of tweets to 2,500 ● 50% of Majlis should have atleast 1 tweet per month
5.	Local Qaideen Feedback ● Review Local qaideen report submissions and provide feedback

GOALS IN DETAIL (This is from Local Majlis perspective)						
Goal	Target *(to be used for Alme-e-Inami)*			National Target	Funding	Due Date
	Small	Medium	Large			
# of Tweets	5	10	20	-	-	Monthly

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

1.	How many tweets of local nature did you tweet from your official Majlis Account? *Retweets do not count*

Key Dates (add more as necessary)

01-Nov	Start of MKA Year
Nov 1	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 (add more as necessary)

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 (add more as necessary)

- Build upon Twitter
- Share with your local telegram group/newsletter what is happening nationally & in other Majalis

Other References (websites, Quran, literature, etc.)