

Kamal El Mekki “Dawah Tips”

Thursday, April 12, 2007

8pm CST

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Notes:

- **Money:** Analogy - Don't wait to be a millionaire to wait until you give Da'wah.
 - Some of the most effective da'ees were very poor monetarily.
- **Patience:**
 - Patience w/ Muslims and Non-Muslims alike. Muslims: political/organizational, etc.
 - People expect the magic wand in Da'wah. People always want the easy way to give Dawah. Want a phrase that is magic – that will automatically get a Shahadah. This doesn't exist. “There is no shortcut”, keep persevering and calling people to Islam over and over again. Sometimes repetition of old phrases works.
 - Techniques and rapport used are situational. Depend on gender. Figure out how to construct your talk based on time, place, age, gender, etc. Time allotted also affects how to approach them. Library for 5 hours vs. rally.
 - Base talk on the individual → Know who you're talking to in the least amount of time possible. Some people begin speaking without figuring out who you're talking to – this wastes a lot of time.
 - Cab driver example – you shouldn't be bashing anyone, or announcing that you're going to bash anyone!
 - Don't talk about atheism to someone like a Christian – that common ground is already there.
 - Ask close ended questions – What religion are you? You grew up of what faith? Do you believe in a Creator?
 - Whether they practice or not affects them to a degree.
 - Yes vs. No – you know where to go.
 - Open – ended questions – person can go on and on and you won't be productive in the conversation.
 - Emotion vs. Logic: Base your conversation on the answer to this question.
 - How much was logic vs. How much was emotion.
 - Figure out if they know about Islam, what their thoughts on it are.
 - Gather as much information you can in the shortest amount of time possible.
 - Don't start answering questions without thinking about the question first. Don't be too eager to answer.
 - Example: Why does God need us to worship Him?
 - He doesn't need us! Correct this question before moving on.
 - Be aware of the underlying assumptions that people who ask questions are making.
 - Get them to think about what the questions mean, don't just jump on the answers too quickly.
 - Keep in mind: Allah (swt) chose us to spread Islam at a time where it's not as hard as it was during the Prophets times.

- Make a goal of getting 40 Shahadah's a year for your MSA. If every MSA in North America got 40 Shahadah's a year x 400 MSA's = 16,000 new professional Muslims/year.
 - Think about the impact of this!
 - Requires patience and perseverance, but is certainly possible.

Question/Answer:

- 1) How do you make Islam well known? And, how do you get fellow Muslims to appreciate Islam and interested in representing it?
 - a. Requires your own creativity, and not necessarily a formula.
 - b. Change the method, not the message!
 - c. Message of Tawheed, Prophet(s), Books, principles/common ground in other religions will never change.
 - i. Those who talk about the oneness of Allah (swt) first, and then other properties of Islam is more successful. This was also advised by the Prophet.
 - d. Dawah Table – if your Dawah table is not successful, maybe you're in the wrong region, wrong technique, etc. Whether you use a table, or a tent, videos, popcorn machine, etc.
 - e. Sky is the limit with Dawah ideas.
 - f. Benefit from the experiences from other MSA's – figure out what worked for them and what did not → Networking.
 - g. Dawah to Muslims has a lot to do with Akhlaq.
 - h. Don't alienate other Muslims, or develop this division of "religious vs. less religious" labels. Rather, give them ownership of events. Make them feel wanted and a part of the organization.
 - i. Iman is 70-odd branches. The highest level of Iman is saying La ila ha IllAllah. The last is removing an obstruction from the road. So there are a tremendous number of levels. There is a lot of space between from the top and bottom – don't make judgments based on external expressions of Imam!
 - 2) If someone is knowledgeable about Islam, and they ask you about different sects, more specifics, etc, and have "why" questions, it makes me uneasy. How do I respond to that?
 - a. Sometimes, people avoid questions because they feel uneasy. Others, dive right into it, and get deeper into it. Brother Kamal personally prefers to dive into the topic – this is one technique. Responses are individual-specific.
 - b. Figure out what they are really asking.
 - c. Tell them the Prophet said this would happen 1400 years ago, and it really is happening – should make the person understand that the Prophet was right, and gave techniques on how to prevent going astray.
 - d. Part of the mercy of Allah (swt) is that the True Path will always be discernible and clear.
- Incorporating Islam into teaching.
 - Documentation for MSA's and Da'wah is key.
 - Think of Da'wah in the Scientific sense.

Golden Tips from the Shahadah Workshop:

- Don't make general rules for Dawah. There could be several other factors involved (time, location, weather, age, gender, background).
- Rule 1:
 - o If you are in a situation where you are giving Da'wah (on purpose, not just in passing), the rule is you have to ask them become a Muslim. Dawah is like sales – you are selling them a religion. Many techniques are the same as with retail sales.
 - Why will a sale not go through? 97% of the time, the reason is the salesman didn't ask for the sale. The other 3% has all the hundreds of other reasons (color, size, cost etc).
 - The Prophet never once went to call a group to Islam, without actually calling them to Islam.
 - You have to ask them to become Muslim!
 - Even if they say no, you are subconsciously telling them they need to become Muslim.
 - Sometimes, they will tell you “I need to read some more”, it's really saying they are convinced of the idea – there is just a roadblock they must take care of first before they can become Islam.
 - Don't be afraid that people will be offended, that you asked them to become Muslim. That is expected from a Dawah Table, etc.
 - If they say no, find out what the obstacle is and investigate further.