

# Effective Da'wah Tips



## For Muslim Students

Written by

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&

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*In the Name of Allah, The Most Compassionate, The Most Merciful*

As-salaamu 'Alaikum wa Rahmatullahi wa Barakaatuhu

We praise Allah (SWT) for there is no god but Him. May the peace and blessings of Allah be upon Muhammad, who was sent as a mercy to all of humanity, upon his family, companions and on all those who hold fast to the Deen, until the Day of Judgement.

Dear Brothers and Sisters in Islam, please always remember that we are Muslims through Allah (SWT)'s mercy and should away feel humbled by this privilege:

*"And turn not your face away from men with pride, nor walk in insolence through the earth. Verily, Allâh likes not each arrogant boaster." (Al-Qur'an 13:8)*

Insha'Allah through worshiping Allah (SWT) and attaining knowledge that is of benefit, we all can develop a love for the Deen which motivates us to follow it in the best manner and share it with others who are not aware of its beauty.

This booklet has been put together *by Muslim students for Muslim students*. We hope that inshAllah the reader will understand why Da'wah is an important part of the Deen and how they can effectively present it other non-Muslim or non-practising Muslim friends.

\* Please pardon us if any mistakes have been made and May Allah (SWT) forgive us for our errors and our sins, hidden and known.

***Please print this leaflet and distribute, freely.***

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## Da'wah in the Qur'an & Sunnah

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The Qur'an and the teachings of the Prophet (peace and blessings be upon him) urge the importance of inviting mankind to worship Allah alone and bring others out of the darkness of disbelief and into the light of Islam.

*"Thus you are appointed as the model community so that you may become witness against mankind and the Messenger is witness against you" (Al-Qur'an 2:143)*

It is through Allah (SWT)'s mercy that we are all Muslims and it is a Muslim's obligation to convey the message of Islam according to his ability and knowledge.

*"Convey from me, even if it is just one verse." [Sahih Bukhari]*

As we live in a society which increasingly shows Islam in a negative light, it is a Muslim's duty to separate the negative images people might associate with Islam, from the actual belief system.

*"And do not debate with the People of the Book except with the best words, except for those who remain obstinately upon unbelief and would rather wage war."*

(Al-Qur'an 20:46)

Due to Allah (SWT)'s mercy, no effort is wasted as there is also great reward for a Muslim who (through Allah (SWT)'s will) guides someone towards Islam.

*"Whoever guides [another] to a good deed will get a reward similar to the one who performs it." [Sahih Muslim]*

Da'wah is incumbent on all able Muslims and must be done in compliance with the methodology already established by the last Prophet of Islam, Muhammad, peace and blessing be upon him.

*"Invite (all) to the Way of thy Lord with wisdom and beautiful preaching; and argue with them in ways that are best and most gracious." (Al-Qur'an 16.125)*

## Some Methods of Doing Da'wah

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### Leaflets

- *Setting:* Any heavy traffic areas
- *Goal:* hand out as much material as possible
- Requires a plan for canvassing the area
- Not much talking
- Cover the entire pathway so you don't miss a single person
- Have a catch phrase to arouse interest
- Smile

### Group Da'wah

- *Setting:* Giving a talk or lecture to a group of people
- Stick to the point
- Keep within the announced topic
- *Example:* Interfaith forum.

### One-on-one style street Da'wah

- Approach people by asking them basic multiple-choice questions about Islam.
- Intoxicated - move on! Argumentative - move on!
- If conversation is getting long: make an appointment

### Internet Da'wah

- *Setting:* use email, chat rooms to propagate Islam or send letters to prisoners.
- Send links to websites in the end
- Stick to the point

### One-on-one sit down Da'wah

- *Setting:* A detail oriented theological discussion
- Usually pre-planned
- Begin with how much the person knows about Islam.
- You may have time, but still use it wisely!
- Listen; Don't interrupt and let them finish
- Common Problem: If they repeat an argument, rephrase and say it back to them
- If the person has studied Islam find the core issue that are keeping him away

### Interfaith Dialogues

- Effective way of learning about religions within a safe environment.
- Choose a topic so that the parties can come prepared.
- Ideally find speakers to talk about the chosen topic.
- After listening to speakers, form segregated groups to discuss the topic further.

## Setting up a Da'wah Stall

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### It's Importance

- Regular & continuous contact point
- One way of being in contact with non-Muslims who do not usually interact with Muslims & give them the chance to ask questions.
- Helps dispel any stereotypes through interacting with the students
- Most effective way of interacting with a wide audience
- An opportunity to talk to people who might not usually attend Islamic talks or lectures.
- An interactive way of creating a setting for Islam to be seen and explored, as people get the chance to have one-to-one conversations.
- It can initiate friendships for the sake of Allah (SWT), which can lead to further discussions and meetings

### Tips on Organising the Da'wah Stall

- Elect someone, who will be responsible for coordinating the stalls.
- After consultation, have a regular time to setup the Da'wah stalls (per week/two-weeks/month). This can then be advertised around campus.
- Book the stalls as soon as possible, after setting the dates.
- Establish a rota, so that there are preferably one or more people manning the stall at one time.
- Ensure that the stall is setup on time.
- Leaving the stall un-manned sometimes can also prove to be effective.

## 2 Possible Da'wah Stall Layouts

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We live in a society where everything is made attractive through its aesthetic value. On campus, students are used to seeing colours and catch-phrases therefore we should bare this in mind when setting up a Da'wah stall.

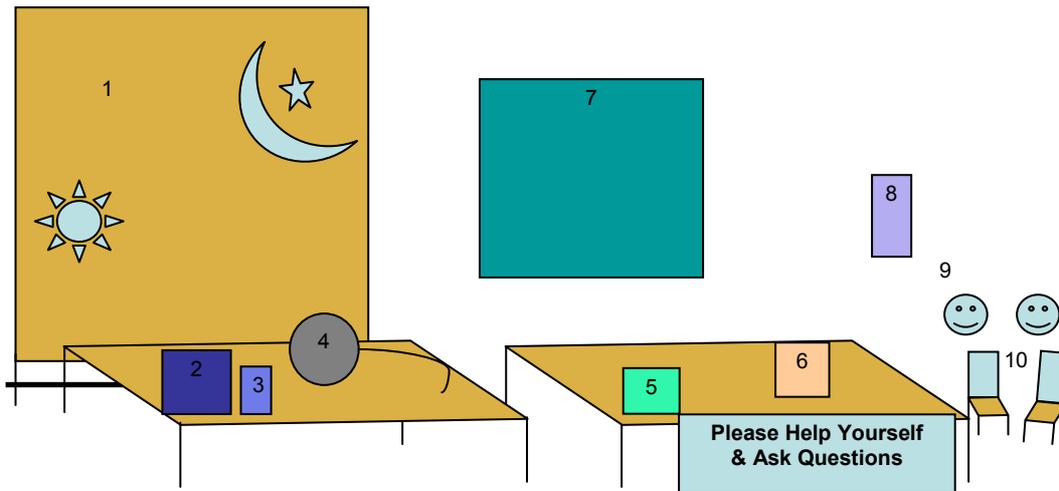
For this reason, the Da'wah material should be set up in a presentable and eye-catching manner, to help draw attention to it. One way doing this could be by:

- Decorating table with Arabic Calligraphy or even selling it at the stall;
- Bringing in your CD player or laptop and playing the Adhan/Nasheeds on it (*this feature proved to be very attractive when it was done at Nottingham University*)
- Having an exhibition next to the Da'wah stall therefore if a passer by does not feel comfortable with approaching you, he/she can still learn about Islam by reading about it.

Students often feel overwhelmed about standing at the Da'wah stall as they feel that they might not be able to answer the questions asked. To overcome this fear and not say anything incorrectly, students can make a Q&A box and provide the inquirer with a slip. The inquirer can fill in the slip (with their name/the question/contact details) and put it in the box. This question can be referred to a more knowledgeable person, who can then advice the inquirer in the best way, Insha'Allah.

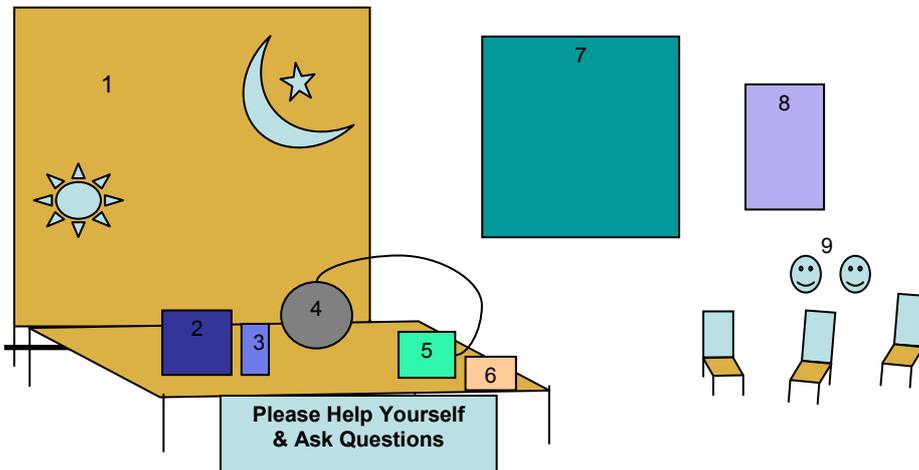
*Please refer to the next page for two possibly layouts. We have tried to incorporate the above advice into the layout design.*

1



<p>1- Exhibition Board 2- Q &amp; A Box 3- Charity box</p>	<p>4- Interactive Display (player/Laptop) 5- Leaflets 6- Diary- Contacts of People Interested</p>	<p>7 – Discover Islam Posters 8 – Info on future events/gatherings 9 – People &amp; Assistance 10 – Discussion Area</p>
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## Da'wah to Muslims

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Effort is usually exerted into educating non-Muslims about Islam; however it should not be forgotten that we, as Muslims, are also responsible for other Muslim who might not be guided. Therefore we should:

- ♦ Make sincere effort to get to know them so that a trusting relationship can be developed. This effort will help you understand the reason why they might not be practising and also encourage them to listen to your wisdom about why they should become more practising.
- ♦ Invite them to outings with other practising Muslims
- ♦ Give advice in the best Islamic manner and when appropriate. Although it is the duty for a Muslim to advice another Muslim, if it is not done in the proper way, then it can sometimes lead to a negative outcome.

For example, Hasan and Hussein (RA), grandchildren of Rasoolallah, SAW once saw an old man doing Wudu incorrectly. Though very young, they were very perturbed and talked amongst themselves on how to best correct their elder without disrespect. So, they decided to tell the old man that they were having a contest between them on who could do Wudu in the best way and ask him to be their judge. The man agreed and so both of them proceeded to do Wudu exactly in the same, correct way. The old man, realized his mistake and said, " You both are correct." SubhanAllah!

- ♦ Be sympathetic, patient and not judgemental: a negative and intolerant attitude will lead to ineffective Da'wah.
- ♦ Realise that just because they are Muslim does not mean they have enough knowledge therefore it is our duty to raise awareness.
- ♦ Present Halal alternatives to them during times when there is a lot of temptation around them, for example during Freshers' Week, Valentine's Day, holidays, evenings etc.
- ♦ Remember that we all can learn something from others, whether they are non-Muslims or not-practising Muslims, therefore be aware that your relationship with them can also teach you something, a thought which will Insha'Allah keep us humble and steadfast.
- ♦ Make Dua for them; *"The quickest prayer to be answered is a man's supplication for his brother in his absence."* [Sahih Bukhari]

## Giving Da'wah to Non-Muslim Friends

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### How?

○ When appropriate, say words like *Insha'Allah* and *Masha'Allah* to provoke non-Muslims to ask you questions.

○ Encourage non-Muslim friends to attend Islamic lectures or even interfaith dialogues with you. This medium will encourage them to ask you more questions about Islam

○ Strive towards acting upon what Islam call to and desist from what Islam forbids. This can be achieved through seeking and applying the knowledge mentioned in the Sunnah and Qur'an:

*"And who is better in speech than he who invites (men) to Allah, the Most High, and does righteous deeds and says I am one of the Muslims" (Al-Qur'an 41:33)*

○ The best form of Da'wah is to act upon the teachings of Qur'an and Sunnah (for the sake of Allah (SWT)) as people will observe you and base their perception of what a Muslim is through what they see.

○ Share your way of life with them. Invite them to the Mosque during prayer time or to your house when you are opening the Iftaar. Possibly organise a dinner party with other Muslims and invite them to come along.

○ Be aware of not transgressing and always give Da'wah through Halal means. Learn to say 'no' to certain invitations if it means that you will be in an un-Islamic environment. You might think that it will show Muslims in good light however any act of transgression should be avoided at all times.

○ During certain times of the year, (e.g. Ramadhan or Eid) non-Muslims become more curious about Islam and might ask more questions. Therefore, remember to revise your knowledge so that you are ready to answer.

## Joint Events with other Societies

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It is not only through having discussions about the religion, do we invite people to Islam, but also through practising its teaching and principles. In effect, this will show non-Muslims that Muslims not only put effort into their appearance and outward worship, however also strive towards certain principles by *"forbidding the Evil and enjoining the Good"*.

*Muslims can initiate joint events with non-Muslims:*

The common interests shared between the two parties, can lead to non-Muslims and Muslims organising events to help such a cause, such as charity dinners, awareness talks, or fundraising.

The global climate is a topical issue which Muslim's should be concerned with as Allah (SWT) has given humans the responsibility of protecting the environment. This concern should translate into doing active work that helps improve the environment. Therefore, more Muslims should consider joining societies like Green Peace, People and Planet etc.

Certain religious practices can be shared with non-Muslims so that they can appreciate the beauty of what we practise. For instance during the month of Ramadhan, the Islamic Society can organise a *"One-Day National Fast"* (an initiative being driven by FOSIS) to encourage non-Muslims to fast and also attend an Iftaar. Through their efforts, they can be encouraged to raise money for Muslim and non-Muslim charities.

*"Whosoever of you sees an evil action, let him change it with his hand; and if he is not able to do so, then with his tongue; and if he is not able to do so, then with his heart – and that is the weakest of faith."* [Sahih Bukhari]

During events like Worlds AIDS Day or Black History Month, Islamic Societies can take this opportunity to raise awareness about Islam's stance on this topic. This can be done through lectures or fundraising events where a speaker can give a talk.

## Why You Might Find it Difficult?

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Effort has been made to outline few reasons why a person might find it difficult to do Da'wah. If you agree with some of them then do not worry, you are not alone. Often when thinking of doing Da'wah, a person can start worrying about many things due to the whispers of the Satan or the weakness of the Nafs, or simply due to lack of knowledge about Islam.

Insha'Allah, with every point there is advice on how to deal with it so that the reader can learn from it and overcome this.

*Disappointed as you want to see immediate results; something which is not always possible*

A Da'ee should be patient and comfortable with the thought that he/she is here merely to pass the message. They aren't required to achieve victory for the Islamic reality, for its realisation depends upon the decree of Allah.

*Don't think you have enough knowledge*

"Convey from me, even one verse." [Sahih Bukhari]. As we will all be judged according to our knowledge, we should make effort to relate what we know. If you want to stand at a Da'wah stall and do not think that you have enough knowledge; possibly it would be wise to be at the stall with someone who knows more. This way you can avoid uncomfortable situations and also gain knowledge from the learned person. Or you could ask the person to write the question that you can't answer, take their email, ask someone more knowledgeable the answer and then email it to them.

*Too shy to talk - "I would rather jump into the pool with my clothes on"*

If you sincerely want to talk about Islam with someone, Allah (SWT) will aid you towards this. Start supplicating to Allah (SWT) to help you. The supplication from the Noble Qur'an is ideal for this situation:

*"O my Lord! Expand my breast for me, And make my affair easy to me, And loose the knot from my tongue (That) they may understand my word"*  
(Al-Qur'an 25-28).

***They won't revert so what's the point!***

As a Muslim, we should always live in faith of Allah (SWT)'s Mercy on us and His creation because otherwise we have not fully grasped the fact that Allah (SWT) is the Most Merciful and Oft-Forgiving.

***People might think that I am strange or old-fashioned because I am talking about religion***

The reader should really analyse themselves if think this is the case as this thought can only stem from not being proud of being a Muslim in a non-Muslim society or not really understanding the wisdom behind some of its practices.

The religion makes sense therefore when you communicate it in the right way to people; instead of thinking that you are 'strange' they will actually be in awe of your belief.

***I need to work on myself first before I start calling to the non-Muslims***

*Anas relates that "We asked the Prophet, 'O Messenger of Allah, shouldn't we refrain from calling others to goodness if we don't practice all good things ourselves, and shouldn't we refrain from forbidding wrong things until we ourselves have obtained from all the bad?'. 'No', he replies, 'you should call others to goodness even if you don't do all good, and you should forbid bad things even if you don't abstain from all of them yourselves.'" [Al-Tabarani]*

Once you overcome the initial stages of wondering what people will say and what you feel are your own limitations, Insha'Allah this experience may increase your Imaan and make you feel more comfortable and proud of your own identity.

It is important to stress that although we should do Da'wah while applying existing knowledge, in addition to this we should *always* be striving hard towards increasing our knowledge and Eemaan so that we can get closer to our Creator and in effect, answer questions in the most appropriate and best manner.

## Etiquette – How to Present Yourself

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### Remember to...

- ◆ Be polite and responsive. Give people what they need when they ask for it.
- ◆ Be modest but confident.
- ◆ Be interactive. Ask questions to gauge understanding. Listen as well as talk.
- ◆ Position yourself at the person's level; stand up if they are standing or sit down if they are sitting
- ◆ Dress modestly and (if possible) in an Islamic dress
- ◆ Smile

### Do...

- ✓ *“Call to the way of your Lord with wisdom and fair preaching and argue with them in a way that is better” (Al-Qur’an 16:125)*
- ✓ Study the Qur’an and Sunnah regularly.
- ✓ Always supplicate to Allah (SWT) for the success of the Da’wah, and for yours and others guidance.
- ✓ Give information in a simple convincing manner and take account of the background.
- ✓ Concentrate on the basics and avoid detail or differences of opinion.
- ✓ Avoid terms unfamiliar to non-Muslims as this will just confuse.
- ✓ Be aware of contemporary issues.
- ✓ Be a role model
- ✓ ‘Read the situation’
- ✓ Be sincere. Do not say things about Islam that do not exist.
- ✓ Lead the conversation
- ✓ Ensure you have good manners.
- ✓ Have Sabr (patience);  
*“So be patient (O Muhammad SAW). Verily, the Promise of Allah (SWT) is true, and let not those who have no certainty of faith, discourage you from conveying Allah (SWT)’s Message (which you are obliged to convey).” (Al-Qur’an 30:60)*
- ✓ Agree with the other person. Da’wah is not always about disagreeing and trying to prove a point. Sometimes the other party might say a valid and accurate point which should get some recognition.

## **Don't...**

- ✘ Contradict yourself. You don't have to have an answer for everything. So be honest to defer replies until you find out properly.
- ✘ Waste time in useless arguments. Be aware when others are keeping you away from better use of your time.
- ✘ Get discouraged by attacks on Islam. This is the very nature of conflict between truth and falsehood.
- ✘ Answer a question without being certain about it. Take the person's email address and tell them you will get back to them with the response to their question after asking someone more knowledgeable.
- ✘ Don't criticise or personalise
- ✘ Don't raise your voice
- ✘ Don't be aggressive
- ✘ Don't break your promises
- ✘ Don't lie about anything and compromise your beliefs
- ✘ Don't have a useless argument

## **Basic Knowledge of a Da'ee...**

- Holds clear concept of **Tawheed** (Oneness of Allah (SWT)) and is able to explain it;
- Take guidance from the Quran and Sunnah
- Able to prove the Noble Qur'an's Divine Origin
- Prove Prophet Muhammad's (peace and blessings be upon him) Prophethood
- Understand why Islam is a complete guidance for all walks of life

## Personal Experiences

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“As I have become more practicing and started to apply the teachings of Islam into my daily life, I have realised that people have started to show more interest in the religion and ask me questions more often. I think that if a person continuously strives towards improving themselves, people instantly observe that and in effect the person’s actions lead to Da’wah.”

**Sister, 22**

When giving Da’wah, I think that it is really important to be polite (something we should be anyway) and listen to the other person and respond according to what they seek to find out. Ensure that you have done your homework, so ideally you can support your arguments with the Noble Qur’an and Ahadith. Also read up on the various religions so that you understand their basic principles. Avoid being defensive and present the opinion in a friendly manner.

**Sister, 21**

I would say Da'wah is like teaching. To be a good teacher, you must be well educated in your field, have good communication skills and most of all, have loads of experience! Ofcourse, everyone is different! Before you start talking about Islam, understand who you are talking to (or going to talk to) and maybe try breaking the "Ice" with something else, like maybe sport, for example.

Apart from Knowledge; Good Manners and Patience are very important. Finally, I think the Da'ee should just be confident, try his/her best and leave the rest to Allah (SWT). Tie the camel first and then leave it to Allah (SWT) [Timirdhi].

**Brother, 20**

## Final Reminder

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A Da'ee should not speak about Allah (SWT) without knowledge. When the Companions of the Prophet Muhammad (peace and blessings be upon him) were asked about something that they did not know, they would say: "**Allah (SWT) and His Messenger know best.**" Due to the completeness of their knowledge and their faith, they were far removed from embarking on matters beyond them.

Additionally, it should always be remembered that we are doing Da'wah, to inform others about the Deen. This is were our duty ends and then leave the rest up to Allah:

*"Verily! You (O Muhammad SAW) guide not whom you like, but Allah (SWT) guides whom He wills. And He knows best those who are the guided."*  
(Al-Qur'an 28:56)

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## Further Reading for a Da'ee

- *Words of Advice Regarding Da'wah*, by Aubul Azeez ibn Abdullaah ibn Baaz
- *How to Present Islam*, by Daud R. Matthews
- *Letter to a Muslim Student*, by Sayyed Hassan Al Banna
- <http://www.islamworld.net/>
- <http://www.dimonth.org.uk/materials.htm>



Federation of Students  
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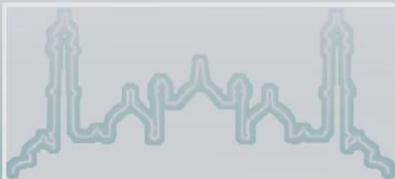
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