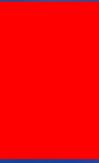


# PROJECT NUR

## Chapter Leader Toolkit





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## American Islamic Congress

The American Islamic Congress is a nonprofit, non-religious, civil society development organization serving Muslims and Non-Muslims by promoting civil and human rights through advocacy, engagement and education. AIC was founded in the wake of the September 11 terrorist attacks in 2001 by a diverse group of American Muslims to combat negative stereotypes and to provide an American Muslim voice in speaking out against extremism and terrorism. AIC also supports human and civil rights activists and programs in the Middle East and North Africa through its international bureaus and numerous programs, conferences, and training workshops.

### Project Nur

Project Nur is a student-led initiative of AIC advocating for social justice by empowering responsible leaders to cultivate an environment of acceptance and mutual respect between Muslims and all communities. Project Nur achieves this mission by fulfilling the following five goals:

1. Lead a movement to promote principles of human rights and civil rights in the United States and around the world by raising awareness through programs and events.
2. Engage student leaders in civic and entrepreneurial initiatives by actively participating in projects in our local communities and abroad.
3. Provide a space for every one of different cultural backgrounds and experiences to celebrate the diversity in our nation.
4. Build the next generation of leaders to remedy the challenges facing the American Muslim community through action-based initiatives focused on promoting coexistence of all communities.
5. Create the ground for voices of pluralism of American Muslims and American non-Muslims by working with students who are progressive, reformist, liberal, secular, moderate or conservative, without proselytizing and judging Muslims of different thought.



## Registering Your Chapter on Campus

The question of how to register a new student group can be a difficult one to answer, with each university having its own forms, guidelines, and due dates, nothing is standardized. It is important that you first reach out to someone at the **student activities office** who can help you along the process. With that said, the items listed below are most commonly required by universities in order to register new student groups. *Again, be sure to check with your student activities office to confirm **your** university's specific requirements.*

- **Officers** – most universities require an executive board consisting of a president, vice president, secretary, and treasurer
- **Roster of founding members** – along with officers, many universities also require there to be additional students that sign on as members
- **Academic advisor** – a tenured professor who will provide support and advice, and also be helpful for future events and outreach
- **Funding forms** – paperwork provided by the university, giving new groups an opportunity to receive university funding
- **Project Nur constitution** – provided by PN national, it defines the mission, bylaws, the role of officers, and the structures of policies on which PN operates

In addition, the checklist below will help you keep track of all the important forms, guidelines, and due dates required to register **any** PN chapter. *Your PN national advisor will also use this document to review your chapter status during the registration process.*

Most universities require 10-15 students.

Some universities have once-a-year deadlines, while others allow club registration once a semester, or even any-time during the year.

### Registration Checklist:

- **Application due date:** Remember to submit on time.
- **Necessary paperwork:** Refer to your university's website and follow up with the Student Activities Office, Dean of Students, Student Council, or other group responsible for campus group registration.
- **Founding members:** Check with your school for the required number.
- **Academic advisor:** If one is required, check who is qualified to act as an advisor.
- **Submit paperwork:** Find out where the paperwork should be submitted.
- **Constitution:** Ask your PN advisor to send you a suggested draft.
- **Officers:** Check how many are needed and what their titles should be.
- **Recognition requirements:** Find out if you need to hold an event to be recognized or if you need to hold a meeting.

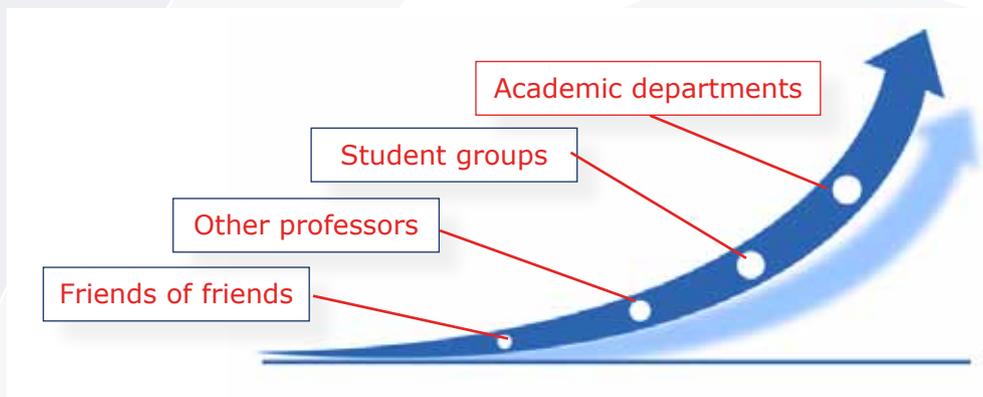




# Outreach Strategies

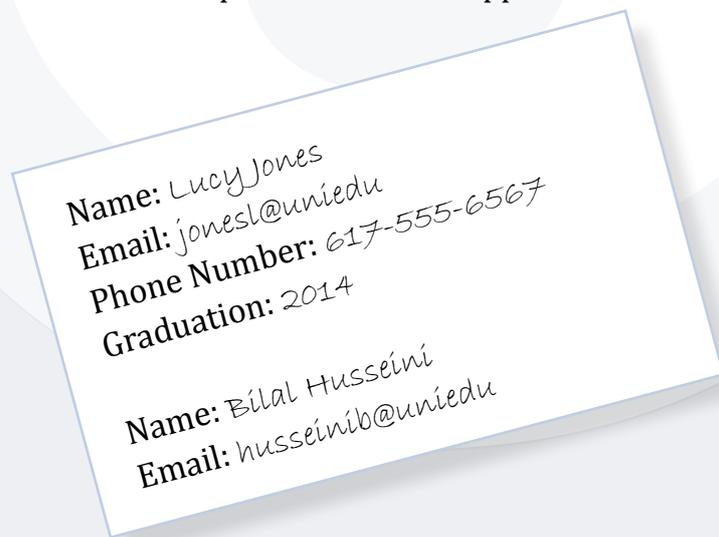
*Expanding to people beyond your networks:*

Once you have identified people within your existing networks that are interested in bringing PN to your campus, it is time to go beyond your personal networks on campus and reach out to other networks. It is important to reach out to friends of friends, student groups on campus, academic departments, and other professors. For example, target other student organizations that have similar interests or goals, such as the Arabic Club or the Middle Eastern Studies Association, the South Asian Culture Club, the African Caucus, Human Rights Club, IR Club, etc. Another strategy is to visit or email professors with interests that fall in line with the PN mission.



*Documenting your growing network:*

At this stage, it is also crucial to begin assembling sign-up sheets for a future mailing list. This will allow you to aggregate all of the people you have gathered so far, and keep their contact information for club registration, and eventually for event publicity. See the example below or utilize the template found in the appendix section.



## Developing Event Ideas

Project Nur chapters across the United States have held a variety of unique events that are able to appeal to a range of university students. PN puts on four main types of events: cultural, educational, charity, and human rights awareness. See some previous ideas below to spark some event brainstorming!

<h3>Cultural Events</h3>	<ul style="list-style-type: none"> <li>• Music and poetry night</li> <li>• Mimouna celebration (North African celebration)</li> <li>• Nowruz party (Iranian New Year)</li> <li>• Henna night</li> <li>• Dance performances</li> </ul>
<h3>Educational Events</h3>	<ul style="list-style-type: none"> <li>• Panel discussions</li> <li>• Academic speakers</li> <li>• Documentary screenings with accompanying speaker/panel (ex. “Bloody Cartoons” with talk by author of the book)</li> </ul>
<h3>Charity Events</h3>	<ul style="list-style-type: none"> <li>• Fundraiser for Pakistan flood relief efforts</li> <li>• Charity interfaith Iftar to raise donations for local homeless shelters</li> </ul>
<h3>Human Rights Awareness</h3>	<ul style="list-style-type: none"> <li>• Skype video conferences with activists in Tunisia, Egypt, Bahrain, and Syria</li> <li>• Symposium event</li> <li>• Humans rights speakers (ex. Rana Husseini)</li> <li>• Awareness campaign (ex. jailed Bahraini blogger Ali Abdulemam)</li> </ul>

## Creating Buzz about PN on Campus

Creating buzz around campus is the final step in creating a solid and lasting PN network of both students and professors at your university. Once you have created a tentative list of supporters, pursue the following options to expand your efforts even further on your campus:

- Create a **Facebook group** for your chapter. This can be used concurrently with your emailing list-serve to quickly inform students of PN events and meetings.
- Hold an **interest meeting**. Explain the goals of PN and give more information about both AIC and PN. Be sure to bring a sign-up sheet to the meeting to increase your mailing list, along with informational materials and news articles about AIC and PN. Let people know what opportunities are available on the executive board, event planning committee, or publicity committee.
- Give **classroom presentations** in related courses. Email or visit professors in relevant departments to ask if you would be able to give a quick presentation at the beginning of one of their classes. See the PowerPoint template provided in the appendix for help when structuring your presentation.
- **Attend and co-sponsor other events**. This will get the PN name out there and gives you another opportunity to add to the list-serve.
- Hand out **promotional materials** like pens or notebooks by setting up a table at a central location on campus or registering a table for your university's student activity day, which is usually held at the beginning of the year or at the beginning of each semester.



# Getting the Word Out on Campus About Events

Read the following tips from CampusTalkBlog.com for suggestions (<http://www.campustalkblog.com/spreading-the-word-about-your-college-club/>)

Whether you've started a new college club or are trying to secure members for a well-established club, advertising is key. It can be tough to get the word out on a campus inundated with advertisements on every light pole, tree trunk and bulletin board that you see. Here are five creative ways to get the word out about your college club:

## 1. Facebook

Billions of people use the social networking site. Establish a page for your club and start linking to it on your personal page; ask club members to do the same. If you set up a Facebook page, you must handle it correctly. There are tips for running a successful page.

Sign in to your page at least twice each day. This will ensure that people who check your page in the morning and people who sign in before bed will see fresh content, assuming that you update your page each time you sign in. Keep your content light and entertaining, while still staying with the theme of your club. Look for photos, jokes and videos to intersperse with meeting and event information.

## 2. Campus Radio

Contact the advertising department at your [campus radio station](#) and find out how you would go about advertising on air. If advertising is too expensive, contact the radio station any time you have an event and ask that a representative attends. Also be sure to ask the person you speak to if there are any other advertising suggestions they have. Remember that they're the professional.

## 3. Posters

Posters are tried and true methods of advertising. The good news is that they are also cheap. Have a hundred posters printed or print them off of your dorm room computer. Try to keep your posters simple but eye-catching. Posters that are filled with too many words or graphics will be ignored; posters that are boring and dull will be passed by. There is a fine line between mundane and overly-stimulating.



If you decide to use posters, hang them strategically. Ask your RA if you can hang one on his door. Look for bulletin boards in the cafeteria, places on the student green, or even at the student health clinic. You need to find somewhere that is both a high traffic area and not already overrun with advertisements; get creative.

#### 4. Postcards

Also fairly inexpensive, postcards are a bit more informal than business cards and lend themselves to catchier designs. Have custom stickers designed for the front of your cards. Include your club's information on the back, including contact information and meeting times. Postcards are easy to hand out wherever you are. Make sure that each of your members has at least a dozen cards at all times.

Before you and your members start handing out post cards in the cafeteria or classroom buildings, take a look at your student handbook. Some college campuses disallow this type of activity. Find out when and where you can hand out your postcards without being called to the dean's office.

#### 5. Fairs, Sales and Fundraisers

If you visit any college campus, you'll see at least one major event happening on a weekly basis. Whether your campus is having a bake sale, a car wash, a festival or a concert, find out how your club can get involved. If you set up a table at one of these events, keep people interested by offering some sort of entertainment. Have one of your members juggle, paint faces or do card tricks next to your table. Use your imagination; at least one member in your club has an unusual talent.

If your campus is one of the few that doesn't hold regular events, hold one yourself. A fundraiser for a popular charity hosted by your club will receive ample attention. A walk for the local dog shelter will garner interest from townies and students alike. You don't have to wait for your campus to come up with an event for you. College students typically join clubs for one of two reasons: They are deeply passionate about the club's subject or membership to the club will look good on a resume. By advertising your club the right way, you can gain members from both crowds.



## On-Campus Strategies

- Word of mouth
- Classroom announcements
- Host a kiosk
- Chalk messages on the ground
- Banners in central locations on campus
- Ad in the campus newspaper
- University events calendar
- Email groups, professors, and departments
- Post fliers: dorm buildings, laundry rooms, elevators, academic buildings, libraries, campus coffee shops, dining halls, shuttle buses, etc.



# Media: Getting Attention for Your Events

## Introduction

The Project Nur Press Toolkit is intended to give student leaders the skills needed to run an effective press campaign for events on campus. Many non-profits, corporations and government entities practice similar strategies for their press needs. Students are encouraged to utilize this guide to ensure successful exposure of their events and local campus chapter. The toolkit also encompasses information that can be used as talking points on Project Nur for any media interaction. Student leaders can contact their Campus Coordinator for additional assistance with their press needs.

## Information about Project Nur

It is important to know Project Nur's history, mission statement and a few facts about the organization while engaging with the press. Media outlets may ask questions about the Project Nur as well as your chapter. Being prepared is the best way to answer these questions.

## History

Project Nur was founded by Washington-area students in August 2007 to address the need for an organization that brings all Muslims and non-Muslims together to celebrate the diversity of our communities and nation by promoting an environment of understanding and acceptance. In addition, Project Nur advocates for human rights and civil rights by empowering responsible student leadership. Project Nur is recognized as a student initiative of the American Islamic Congress (AIC). AIC was created after 9/11 to promote interfaith dialogue, provide education about the diversity within Islam, and challenge negative perceptions of Muslims.

## Mission Statement

Project Nur is a student-led initiative advocating for social justice by empowering responsible leaders to cultivate an environment of acceptance and mutual respect between Muslims and all communities.

## Important Facts

- 53 chapters nation-wide
- Outreached to 9,086 students
- Over 250 events per year

## Contact Information

For more information on Project Nur, additional press needs or assistance with any pitches to the media, please contact Project Nur national.

### Project Nur Program Manager:

**Contact:** Hana Abdalla

**Phone:** (202) 5953160-

**Email:** hana@aicongress.org





# Media Pitch

## Building a Media Pitch:

### What is it?

It is a brief letter, almost never longer than one page. It usually accompanies a press releases, media advisories, full press kits or media kits.

### How is it used?

Pitch letters pique the journalist's interest in your story. They do not need to tell the entire story. Instead they are «teasers» for a story angle.

### Start off with your best shot.

Do not bury your angle in hype. Upon writing a pitch, remember to keep the pitch SHORT. Try to capture the hook in the first sentence. If your first sentence is long and boring, the editor will not read any further.

### Target your pitch

Even if you have only one version of a press release, you can still target your media pitch to a particular media outlet by crafting it in a specific way. The purpose of the pitch letter is to frame the story in a way that makes it clear to the journalist that it fits in with that media outlet's approach. It is also important to address specific journalist in the pitch.

### Lay out the Ws

Who, What, Where and Why -- of your story. Explain why the hook from your first paragraph is relevant to the media outlet's readership. This shows you have done your research on the publication.

### Include Contact Information

Provide several methods of contact such as an email address and phone number. After they contact you, they may ask you several questions about your event and Project Nur. The aforementioned information sheet is extremely important to answer those questions. It encompasses the history, mission statement and other pertinent information. These can be used as talking points. Feel free to contact the Project Nur National Media Contact or the AIC Media Coordinator for additional assistance.



## Sample Media Pitch

***Look at the sample media pitch below and use it as a guide while writing one specific to your event:***

My name is Matthew Duncan and I am a media assistant at the American Islamic Congress, a non-religious civil and human rights organization that promotes tolerance and the open exchange of ideas among Muslims and other communities. We are announcing the Washington, D.C. **Muslim Film Festival**, entitled “**Generation: Muslim**,” taking place from April 19th – April 27th, 2011. The Festival will also feature post-screening panel discussions with directors, writers and other prominent figures in the community.

The festival acknowledges the estimated 65% of the world Muslim population who are under the age of 30. From their international recognition for the ongoing uprisings throughout the Middle East and North Africa, to their outspoken apprehension of recent congressional hearings on radicalization in the American-Muslim community, this generation demands a voice in the issues they endure across the world.

“**Generation: Muslim**” screens critically acclaimed film **2010 Oscar Nomination for Best Foreign Language Film “Un Prophete,”** by Jacques Audiard, which tracks a young Muslim man’s attempt to reconcile his self worth in the face of xenophobia in French prisons. The Muslim Film Festival also features **2010 Sundance Film Festival** selection “**The Taqwacores**,” by Eyad Zahra, about a developing American Punk subculture created by a diverse group of college-age Muslims in upstate New York. The movie will be followed by a panel discussion with Director Zahra.

2009 Cannes Film Festival Special Jury Prize selection “No One Knows About Persian Cats”, by Bahman Ghobadi, exposes the consequences young Iranians face in their struggle to produce music in the face of a repressive regime. Other films such as “**Making Of**,” by Nouri Bouzid, a sobering look at the opposing forces that pull youth in the Middle East and North Africa every day, and “**Shahada**,” by Burhan Qurbani, reveal cultural clashes between tradition and modernity in Germany.

We are happy to provide you with any other information you may need, and hope you will be interested in writing an article about the DC Muslim Film Festival. Please contact Hassan Naveed at (202) 5953160- or by email at [hassan@aicongress.org](mailto:hassan@aicongress.org).

# Press Release

## Building a Press Release:

### What is my story?

In order to write a press release, determine the subject of your story. Whatever is chosen, remember to cover the basics. It is integral to address: Who, What, Where, When, and Why.

### Is my story news?

The primary purpose of a press release is to deliver a newsworthy story about your event or organization to the reader. It must be understood that even though a press release can assist your chapter in acquiring more attendees for your event, it should not be your focus.

### Writing a Press Release?

Like any other paper, you should always start off with a thesis. Your thesis is the purpose for why you are writing the press release. Express this thought through a manner that piques your reader's interest. Readers are very picky; if they do not see relevance in the press release immediately it will be discarded.

## The layout for your press release:

**First Paragraph:** Open with a strong headline to grab the reader's attention. The headline and the opening paragraph should tell a gripping story.

**Second:** Stick to the facts and make it interesting. Also, when giving the details of your press release, be sure to illustrate the story to your reader. Use real life examples that they will be able to relate to or visualize.

Next, select an appropriate angle for your press release. Try to make it relevant. Keep in mind what's going on with social issues and current events and sculpt your press release accordingly.

Be concise and grammatically correct. Avoid adding fluff words that distract from the meaning of your press release. Don't include clichés and jargon that may not be understood by the general reader. Make sure that you have permission to use any quotes or inside information.





## Sample Press release

Use this press release as a guide when developing your own:

### FOR IMMEDIATE RELEASE:

Thursday, April 6, 2011

**Contact:** Hassan Naveed

**Phone:** (202) 5953160-

**Email:** hassan@aicongress.org

**Website:** <http://www.muslimfilm.org>

### Washington, D.C. Muslim Film Festival Emphasizes the Young Muslim Generation

Titled "*Generation: Muslim*," the event aims to transcend headlines and stereotypes.

Washington, D.C.— The Muslim Film Festival will be held in Washington, D.C. from April 19th to 27th, 2011. The festival is organized by the American Islamic Congress and Project Nur.

Titled "**Generation: Muslim**," the festival acknowledges the estimated 65% of the world Muslim population who are under the age of 30. This generation continues to demand international attention for their ongoing protests in the Middle East and for their outspoken apprehension of recent congressional hearings on radicalization in the American-Muslim community.

Five films will be screened at different venues around DC accompanied by panel discussions with filmmakers, authors and prominent figures in the community. All screenings are free, open to the public, and will be followed by a reception welcoming audience members and special guests.

For more information on the screenings please visit [http: www.muslimfilm.org](http://www.muslimfilm.org)

The film lineup is as follows:

**2009 Cannes Film Festival Special Jury Prize** selection "**No One Knows About Persian Cats**" directed by Bahman Ghobadi, exposes the consequences Iranian youth face in their mission to produce rock music at *6pm on Tuesday, April 19<sup>th</sup> at West End Cinema.*



**2010 Sundance Film Festival selection “The Taqwacores”** directed by Eyad Zahra, depicts the vibrant underground subculture of Muslim punk-rockers in upstate New York at 6pm on Thursday, April 21<sup>st</sup> at American University’s Wechsler Theater.

**2010 Berlin International Film Festival selection “Shahada”** directed by Burhan Qurbani unveils the clash between tradition and modernity in contemporary German society at 6pm on Tuesday, April 26<sup>th</sup> at the JC Cinema at George Mason University.

**2010 Oscar Nomination for Best Foreign Language Film “Un Prophete”** directed by Jacques Audiard, tracks a young man’s attempt to reconcile his self worth in the face of xenophobia in French prisons at 6pm on Wednesday, April 27<sup>th</sup> at West End Cinema.

**Project Nur** is a student-led initiative of the American Islamic Congress that emphasizes civic action by forging a cohesive and mutually respectful multicultural community. Website: [www.projectnur.org](http://www.projectnur.org)

## Utilizing Your Networks

The hardest and most immediate challenge to establishing a chapter is finding people to support the effort. But, it may be easier than you think. Though you may not realize it, your network is your greatest asset! The first step is analyzing the relationships that you have already made. This includes your **friends, people you know on campus, classmates, professors, and advisors**. If you need 10 founding members, which of your friends would offer their support? If you need an academic advisor, which of your professors would be interested? The key is to utilize your personal relationships to make the registration process as easy as possible and to build a strong network of students and professors that are compelled by PN's mission. Start by ask yourself the following questions:

- Are any of your friends Muslim or do they come from a Muslim background?
- Did any of your friends grow up in a predominantly Muslim country?
- Are any of your friends interested in Middle Eastern, South Asian, or African studies?
- Which of your friends would be interested in having Middle Eastern or other Muslim cultural events on campus?
- What professors do you know that would be interested in supporting an effort to bring PN to campus?
- Do you know any members of the campus newspaper who can help to publicize the PN initiative?



# Planning Your Event

Organizing an event on campus can be daunting, but if you stay organized and utilize checklists, you and your members can enjoy the event planning process. The following section is dedicated to helping you plan your big event.

## How to Organize and Event on Campus

Note: Take advantage of all of your resources at your university, online, and from AIC. AIC Outreach routinely sends events notifications to AIC and PN networks, and you can add your event details by sending the information in advance to your **PN advisor**. Recruiting co-sponsoring groups on campus is also a great way to have your event gain support and extra publicity.

*The following is an example of the steps you should take when creating an event.*

### Example-Film Screening

*Name and Description of Event- "The Syrian Perspective"*

Filmed by a 16-year old Syrian girl, we see the harsh reality of everyday life for this girl's family in the midst of the civil war.

#### 1. Identify goals for the event

- Gain members
- Bring attention to a specific issue/topic
- Increase recognition on campus
- Raise money
- Etc.

#### 2. Pick a date

- Be aware of other highly attended/recognized events as well as holidays and exams



3. Decide if you would like to partner with another organization or department on campus

- Middle East Studies Department
- Human Rights related organizations (i.e. Amnesty International)
- Contact President to set up meeting and discuss the potential of partnering up

#### 4. Choose a location

- Do this well in advance to ensure there is a space for the event
- Make appropriate calls/online requests to reserve the room

#### 5. Create a budget

- Will you need food/drinks catered? AV equipment? Promotional materials?
- Request funding from PN National, Student Activities Office, student government, related departments

#### 6. Advertise

- Create FB Event
- Post flyers and posters (go through the process of university approval)
- Talk to professors about sending e-mails to their students or possibly making a short speech in class to promote the event
  - o Potentially offer extra credit
- Even if PN is the sole organization putting on the event, reach out to other organizations with similar interests and invite them

#### 7. Organization on the day of the event

- Arrive at the event space early to make sure everything is ready before the screening begins



- Delegate tasks to PN members while the event is going on, as well as after the event is over

### FAQs: PN Event Planning

#### **How do I lead team members who are helping with the event? How do I divide responsibility?**

\*1015- members

Make sure you divide the work load evenly and fairly; after all we are all students. What I would suggest doing (if you have a good number of members) is have a committee for each section of the night. For instance, have a committee in charge of speakers and entertainment, have a committee for food and beverage, and a public relations committee. As a leader in the organization you might want to have your executive board in each one of these committees, so they can report back to you.

Make sure you let your members to choose which committee they want to join, some may want to join a certain committee for the connections they may have with in the community or campus, while others may choose based on what interest them and would benefit them the most.

\*Lower amount of members

We have all been in organizations that may not have the right amount of people or active students to help put the event together. Our past event at the University of Nebraska Lincoln, we had a total of 15 students involved in the organization one way or another, but due to class conflicts and other responsibilities it came down to five students who were able to devote time into the planning stages. When you have this, make sure to reach out to your campus resources in order for them to help, check to see if any other student organization would like you to co-sponsor an event and work with what you have. Due to the lack of helping hands you have to make sure deadlines are kept and members are following up with the event planner (in most cases it's the president).

#### **How do I get funds for the event? By what time should I have all my funding settled? When do I contact the speakers and performers? Do I need back-up speakers/performers?**

Funding is one of the most important tasks for an event. Many campuses like to see an event that promotes diversity, culture and educational events held on campus and are more than willing to contribute to these events. Funding usually needs to be figured out



at the beginning of the semester. Speak to your student involvement/resource center to figure out what options you have. Also, most universities have University Program Councils that help bring in speakers/performers, for our previous event they covered our performer fee, transportation and hotel. As well at the Vice Chancellor of Student Affairs Office which budgeted \$1500 for our event as well. Also contact departments on campus, and use any resources that are offered to student organizations.

I would suggest contacting speakers/performers for fees and dates as soon as you have an idea of what you want to do. Do not set anything, just ask for tentative dates, and fees they may inquire. For instance if you are planning of flying in a guest make sure you have that in your budget while you are applying on funding, as well as food cost and hotel. Once, you hear back from your student affairs office go ahead and set the date. Most performers have contracts as well as the universities itself. Again, speak to your Student Involvement/Student Affairs office before signing any forms; some universities prevent student organizations from signing forms to protect the student organization.

### **How can the school or other student organizations help?**

Your school can help in many ways; as to providing funding, a venue, resources such as a design center and so much more. Other student organizations can also help with funding and their resources.

What can I do to make sure a lot of people show up for the event? When do I start promoting the event?

Start promoting the event once you have the date, performers/speakers set and the venue. Usually start this out by word of mouth at the beginning of the semester, once you have fliers ready distribute them throughout your campus. Make sure to post in dorms, departments and if your campus has a Greek row find out when there open house announcements are and send a few members to present, also email professors and see if they would be willing to share this event with their class rooms, or offer it as extra credit. Also, contact other student organizations on campus through your campus newsletter and attend their meetings to make an announcement. Most of our attendees come with their student organizations. Start a Facebook event as well as a twitter updates throughout your planning process.

### **How do I use the event to benefit Project Nur on campus?**

Make sure you are planning an event that you can tie to Project Nur's mission; in what whys do you think your event is assisting the mission. Make sure you speak to your regional director and use them as a resource to help you with ideas, marketing and



suggestions. This event should help students get to know a little more about PN and hopefully has them wanting to assist to further the cause.

How do I even start planning an event? Do I need to have a purpose for the event? How do I turn my ideas into action? How long before the event should I have a plan put together?

Special events- one time programs (Taken from Bianca at the JGMC)

### 1) **Develop strategies for success:**

- a. Make sure the purpose for the special event is important enough to merit the time and expense needed to properly stage, publicize and evaluate the event.
- b. Carefully match the type of event that is selected to the purpose that it serves. Do you want to reach new users or thank supporters
- c. Ensure that the organization is fully supportive of this event, select a working committee that is willing to put in the work and effort to ensure the event is planned smoothly
- d. Have a target group
- e. Start planning as soon as possible for larger scale events the semester before, (12 or 6 months ahead of time)
- f. Seek other student organizations assistance, this can help with funds or generate a whole new audience.
- g. Develop ways to evaluate events success i.e. attendance, feedback etc.

### 2) **Create a budget**

- a. A financial blue print, the final budget should be specific and include revenue opportunities (sponsorships/donations) as well as expenses for the event (gifts, speakers, food and supplies)





### 3) Check availability

- a. Make sure you pick a date that doesn't coincide with any major events on campus or with the community (holidays, game days, other cultural nights)
- b. Insure that the organization has the right venue, preferably in the student center which is very convenient for students
- c. Check to see if the room has the equipment you need, and the setting you want
- d. Some campuses require campus police for events larger than 100

### 4) Finalize budget/secure funding

- a. Are items covered
- b. If funding isn't complete find out where you can cut expenses

### 5) Special event = Special guest

- a. Make sure you invite your special guest ahead of time, vice chancellors, deans and directors and or professors

### 6) Plan publicity

- a. Appoint a PR chair to take over the publicity, preferably someone that is able to
- b. Promoting a special event is very important, make sure you reach your target audience
- c. Create a fb event, have the org update twitter and continue to do so throughout the event planning and execution
- d. Increase awareness on campus about your event, inform, educate, entertain, fundraise
- e. School newspapers, posters, school billboards, RSO websites, departments and everything in between



## 7) Prepare programs

- a. Name and date of event
- b. Emcees and guest speakers
- c. Short biography of keynote speaker
- d. History of event
- e. Sponsors

### Checklist—Things to Consider:

#### Pre-planning

- Identify goal/objective
- Target market/population
- Develop team/staff members involved
- Create event title/name
- Check schedules, room availability, schedule events
- Co-sponsorships

#### Event Preparation

- Prepare an order form
- Create a budget
- Reserve space/space for date
- Provide reservations
- Order decorations/locate decorations
- Order/locate supplies



- Obtain public services

### **Food and beverages**

- Select cater (food and beverage policy)
- Secure event date with caterer
- Select event menu
- Obtain quote
- Place order

### **Entertainment/Special Guest**

- Select entertainment
- Secure lodging
- Secure transportation
- Complete contract (depends on university)
- Arrange for special guest gift/thank you

### **Marketing**

- Create event on school webpage
- Contact your school newspaper
- Create an fb event
- Radio?
- Invite all VIP and faculty as well as staff

### **Programs/print materials**

- Develop program design



**Week prior**

- Create allocations
- Distribute allocations & review responsibilities
- Follow up with catering
- Follow up with entertainment
- Ensure reservations & set up is compatible w/final program plans
- Confirm attendance

**After event**

- Review evaluations
- Submit program write up
- Thank you to guest



## Applying for PN Funding with your Coordinator

The first step to putting your ideas into action is to fill out the following form for PN with your idea and budget. This is necessary to receive PN funding and the form for each semester must be submitted at the end of the previous semester.

**EVENT PROPOSAL FORM**

**Event Title:** "The Taqwacores"

**Tentative Date & Time:** Wednesday, April 13, 2011 at 6:00 p.m.

**Event Description:** We will screen the film "Taqwacores" as a part of the Boston Muslim Film Festival. Yusuf Ali is an engineering student from Syracuse who moves off campus with a jumble of Muslim housemates. Their house hosts jam sessions, punk parties, and prayer sessions, as friends who shy away from the college's Muslim student group find an unorthodox setting for Friday prayers. The Taqwacores tells an offbeat story of Muslim punk rockers, feminists in burqas, and young Americans struggling to be iconoclasts and Muslims at the same time. Following the screening, Philadelphia's fusion band Sunny Ali & the Kid will perform a live set.

**Budget:**

Speaker Fees:	\$500
Tech Support:	\$60
Poster Printing:	\$10
Marketing & Promotion:	\$15
Refreshments:	\$0
Misc:	\$150 (screening rights)
<b>TOTAL BUDGET REQUEST:</b>	<b>\$735</b>

**Questions & Concerns:** Has Project Nur already bought the rights to screen the film?

**Support needed from PN Staff:** Send our event information out to your Facebook networks the week before the event. Come to the screening!

**Annotations:**

- Attracts students interested in music
- Appeals to women's studies students
- The chapter was able to get this well-known band via a PN staff connection.
- If PN has the screening rights, we will save this cost.

After you submit this form to your PN advisor, you will need to schedule a review meeting with your PN advisor to discuss your event idea and have your budget approved. Once you have liaised with your PN advisor, you can refer to the pre-event checklist and begin preparing for your event. Allow two weeks for PN to process check requests after you submit your budget request.

Please see the following page for the Proposal Template and a sample of a completed template.





# Project Nur

## Chapter Event Project Proposal Form

Title of Project:

Tentative Date and Time:

Goal of Project:

Event Description:

Venue:

Will Anyone be presenting or speaking? If so, whom?

Questions and/or Concerns for PN Staff?

Number of people expected at the event:

Budget (venue, food, speaker fee, advertising, food, printing posters, workers?)

Item	Unit	Price/ unit	Total



# Project Nur

## Human Rights Day Concert Project Proposal (SAMPLE)

**Title of Project:** Human Rights Concert

**Date and Time:** December 3rd, 6:30pm

**Goal of Project:** Network with students from around the city of Boston and give momentum to the new recruits for Boston PN chapters. It is also good opportunity to focus a group event around creative expression in relation to human rights, it can also be used to advertise for the American Muslim Life contest.

**Description of Event:** The event will be a cross- chapter event that will take place at the AIC Center. It will be an evening concert comprised of 4 different musical performances by students from the Berklee School of Music. The groups are very diverse and will be playing music from all different genres. The performers include: Armeen Musa (Bangladesh), Yusuf (Kuwait), “Women’s world music” group, etc....

**Venue:** AIC Boston Center

**Will Anyone be presenting or speaking? If so, whom?** N/A. Staff may present and talk about the on-going contest and PN but no one outside of the organization

**Number of people expected at the event:** 85

### Budget

Item	Unit	Price/ unit	Total
Band Performance fee	4	\$400	\$1600
Advertisement	1	\$250	\$250
Drinks	20	approx. \$3	\$60

# The Big Day: *Hosting Your Event*

*The following is a guide for important things to keep in mind when the day of your event arrives:*

- ❓ Arrive early – Make sure the room set-up, catering, and all other details are in order before the start of the event.
- ❓ Event schedule – List when the event entertainment or speech begins and ends, when the reception takes place, when the event ends, etc.
- ❓ Room set-up – If set up incorrectly, contact the personnel responsible for room set-up to change any details as quickly as possible.
- ❓ Technology requirements – Ask the technology personnel for assistance if equipment is missing or malfunctioning.
- ❓ Catering – Ensure that you have everything received that you ordered.
- ❓ PN sign-up sheet – Be sure to sign up as many people as possible in order to increase the people you are able to reach through your list-serve.
- ❓ PN materials – Remember to hand out the mission and goals, PN and AIC articles that pertain to the event, AIC information, and PN paraphernalia.
- ❓ PN and AIC banner – When placed near the door, it attracts attention and is a good marketing tool. Take speaker and student pictures next to the banner.
- ❓ Camera – You must send at least five photos to your PN advisor after the event.

***After your event has ended, remember to do two key things:***

1. Send a thank you card or email to each speaker or performer at the event to build a strong relationship for future events.
2. Report back to PN with the results of your event. Complete a Post-Event Event Evaluation form and email it to your PN representative along with the five best photographs from the event. See the example below.



This may be similar to the event description in your proposal form, but be sure to update it with more details after the event.

If your event receives press coverage after you submit this form, just email the information to your PN advisor.

#### POST-EVENT EVALUATION FORM

**Event title:** A Night for Pakistan

**Number of attendees:** approximately 100

**Event description:** The night included: spoken word by Jamele Adams and Usman Hameedi, hang playing by Ehssan Karimi, South Asian dance and classical music, South Asian food, and an art exhibit of flood relief. Our keynote speaker was Pakistani-American author, Hollywood director and screenwriter, Kamran Pasha. We charged an entrance price of \$10 and donated 100% of the funds to the relief efforts in Pakistan. Our event raised over \$1,000.

**Challenges we faced:** The speaker had trouble finding the building, but I had given him my number before the event, and I was able to give him directions over the phone.

**Press coverage:** *Campus Weekly* coverage (university newspaper)

**Co-Sponsors:** Brandeis Pluralism Alliance, Brandeis for Pakistan Relief, Interfaith Chaplaincy, VOCAL, Hillel, South Asian Students Association

**Contacts:** Kamran Pasha – 617-555-2367, kpasha@mail.com, Ehssan Karimi – 617-555-9006, ekarimi@mail.com

I have attached five photographs of the event.





# What does my PN Chapter look like?

## Strong Chapters

- Re-register the club for next year with the Office of Student Activities
- Elect new executive board (4 officers at a minimum) and send their contact information to your PN Coordinator
- Submit updated roster of student members and alumni to your PN Coordinator
- Brainstorm session for the next years events and preliminary planning using an academic year calendar (we suggest having 4 events spanned over two terms)
- Work with your PN Coordinator to choose at least one PN National event to deploy on your campus next year
- Obtain all university requirements for receiving student activities funding (including deadlines for applying)
- Submit a funding request for 4 activities/events for the upcoming academic year (some schools require over three months in advance)
- Hold wrap-up meeting with your PN Coordinator: Reviewing this checklist, past year, and share ideas for the next academic year
- Submit a room request for a weekly or bi-monthly meeting space on campus for next semester
- Reserve a table at your Fall Student Activities Fair

## Chapters Still in Outreach Mode (1 or 2 interested students in starting a chapter):

- Agree to Project Nur's mission and guidelines as described in chapter packet
- Obtain all university requirements for starting a student organization on campus
  - o Contact office of the Dean of Students
  - o Contact the Student Council

- Recruit Faculty Advisor for chapter (requirement of most schools)
  - o Should support PN's mission and should be kept updated on the chapter's progress
- Recruit an executive board of four officers
  - o Suggestions: Talk to friends, Ask professors to make 5 minute class presentations, Seek advice of supportive professors/administrators, Network with other student leaders, Co-sponsor an outreach event
  - o Hold an executive board meeting to plan events and recruiting efforts
- Recruit 10 people to sign organization registration form (requirement of most schools)
  - o Hold an interest meeting to recruit general board members
- Submit application and constitution to register as new student organization
- Obtain all university requirements for receiving student activities funding (including deadlines for applying)
- Hold first chapter meeting to advance planned activities/events for the semester
- Submit room requests for regular meeting space on campus for next semester
- Request a table at your Fall Student Activities Fair
- Wrap Up Meeting with your PN Coordinator: Reviewing the year and sharing your ideas for the next academic year

### **Newly Registered clubs**

- Brainstorm with your PN Coordinator for outreach techniques and PN National events to deploy on your campus
- Hold an executive board meeting with your four officers to brainstorm the events you would like to hold and preliminary planning using an academic year calendar (we suggest having 4 events spanned over two terms)



- Hold an interest meeting to recruit general board members
- Wrap Up Meeting with your PN Coordinator: Reviewing the year and sharing your ideas for the next academic year
- Submit a room request for a weekly or bi-monthly meeting space on campus for next semester
- Request a table at your Fall Student Activities Fair
- Executive Board Leadership secured for next academic year

### **Weak Chapters (1 remaining officer)**

- Re-register the club for next year with the Office of Student Activities
- Brainstorm with your PN Coordinator for outreach techniques and PN National events to deploy on your campus
- Recruit an executive board of four officers
  - o Suggestions: Talk to friends, Ask professors to make 5 minute class presentations, Seek advice of supportive professors/administrators, Network with other student leaders, Co-sponsor an outreach event
  - o Hold an executive board meeting to plan events and recruiting efforts
- Recruit 10 people to sign organization registration form (requirement of most schools)
  - o Hold an interest meeting to recruit general board members
- Submit application and constitution to register as new student organization
- Obtain all university requirements for receiving student activities funding (including deadlines for applying)
- Hold first chapter meeting to advance planned activities/events for the semester
- Submit room requests for regular meeting space on campus for next semester



- Request a table at your Fall Student Activities Fair

Wrap Up Meeting with your PN Coordinator: Reviewing the year and sharing your ideas for the next academic year.





Design by: 