



**Light the Spark with
the Manara Campaign:
Project Nur Student
Handbook 2018-2019**

Welcome Back Project Nur Leaders and Members!

We are so excited to present to you this academic year's student handbook. In this book, you will find information on upcoming Project Nur initiatives, such as the Manara Campaign Video Competition, instructions on how to set up and utilize social media to establish your chapter's presence on campus, as well as tips on how to structure your leadership board in order to make your chapter run smoothly and efficiently.

We are here to be of assistance and guidance, as you work to foster an environment of mutual respect and understanding between Muslims and all communities. The work you do is inspiring, and we are here to support you in your endeavors!

Sincerely,
Project Nur Team

Recommended Executive Board Structure: How to Set Up the Framework for a Successful Year

President/Director

- Ensures PN is a registered organization with its respective university
- Oversees executive board and GBM meetings
- Works to establish contacts/connections in the university/surrounding community

Vice President/Co-President

- Works in conjunction with the President to learn how to run a PN chapter to ensure sustainability of the organization
- Navigates the University bureaucracy to apply for funding on behalf of the chapter

Social Media Coordinator

- Manages the PN chapter FB page
- Manages all other social media accounts (instagram, twitter, etc.)
- Coordinates to have a student/volunteer photograph all PN events, and the coordinator posts them to the Facebook page following the event
- Organizes social media campaigns
- Writes and sends out press releases

Events Coordinator

- Books space for PN events
- Works on outreach efforts to bring in speakers, coordinate film screenings, etc.
- Coordinates food/entertainment

Secretary

- Takes notes during PN leadership board and general body meetings

Have consistent, weekly meetings to go over goals, follow up on to do's, discuss updates for the general body, delegate what needs to happen to other members.



Manara Campaign Video Competition

With the MANARA Campaign in full swing, we have an exciting opportunity for our Project Nur student leaders! In the wake of polarizing and hurtful media messages that seek to cause division, we are challenging all PN chapters to create and disseminate alternative messages that reflect the core areas of focus of the MANARA Campaign through the medium of film!

Through this experience, PN student leaders will be given the tools to create impactful and effective short videos, submit their ideas to a panel of judges, and finalists will be given the opportunity to share their videos with their local communities, bringing these messages of positivity and unity into the mainstream. Chapters who reach the final round of the competition will have the opportunity to win \$2,000 for their PN chapter!

Outline of the Competition Process:

#1

Interested chapters must contact their Program Coordinator by no later than Monday, October 2nd confirming their participation.

#2

All participating chapters will participate in a webinar on Monday, October 9th, in which they will be instructed on how to create high quality videos that reflect the themes of the MANARA Campaign.

#3

Following the webinars, PN Chapters must submit a written proposal of what they would like their video to look like.

#4

The top 15 chapters with the strongest and most creative video proposals will receive micro-grants of up to \$1,500 to develop and create videos between 45 – 120 seconds in length, with a goal of reaching 50,000 views.

#5

From the 15 videos, judges will select three finalists, who will host an event on campus to spread the reach of the Manara Campaign into their university and local communities, with a goal of hosting 250 guests at each event.

#6

Each of the three finalists will receive a second micro-grant of up to \$1,000 to organize and hold their event. The event's messaging and purpose must fit the MANARA campaign.

#7

One chapter will be selected as having hosted the most successful event. This Project Nur chapter will receive an award of \$2,000 to use for their chapter activities!

For more information on the Manara Campaign and judging criteria, you can click [HERE](#).

Social Media:

The Key To Expanding Recruitment and Establishing Your Presence on Campus

Facebook:

Create your chapter's Facebook page by going to facebook.com/pages/create
Click "cause or community"
Make PN chapter specific logo your profile picture

Other social media strategies:

1. Create an instagram
2. Recruit/hire a photographer to go to all events to capture the moments - people will be drawn to your future events if they can see tangible evidence that they seem well-run and engaging
3. Easy to use and free graphic design website: www.canva.com

Post Ideas:

1. Intro and bio's of leadership, include pics!
2. Highlight members of the month - particularly active/people in your GBM who have shown initiative
3. Create FB events for PN chapter events
4. Post MANARA campaign photos with quotes/testimonials from student leaders
5. Post event photos!
6. Tag and thank all sponsors after event ends
7. Make countdowns for events to create buzz
8. Highlight news articles that relate to PN's mission and depict alternative narratives to hateful and divisive rhetoric in the mainstream media
9. Make cover photos for your events!
- PN National will also send out cover photos for large scale campaigns/events aka Manara Campaign Video Competition

Engaging the Greater University and Local Community through Press Releases:

A press release is a description of an upcoming event sent out to a variety of media outlets in order to receive media coverage of your event. Gaining greater media coverage can lead more people to learn about Project Nur's mission, leading to more potential partnerships, members, as well as awareness and understanding of PN's values.

Here is a sample press release. It is very general, but the bubbles on the outside will give you some idea of how you can personalize it for your chapter and what type of event you're hosting.

FOR IMMEDIATE RELEASE:

COLLEGE STUDENT-LED INITIATIVE SEEKS TO CULTIVATE AN ENVIRONMENT OF ACCEPTANCE AND MUTUAL RESPECT BETWEEN MUSLIMS AND ALL COMMUNITIES

This can highlight current campus climate, such as "In light of recent events, student-led initiative..."

Month Day, Year (City, State) - Project Nur, a nationwide community, driven by passionate college student leaders at **university**, that seeks to promote civic engagement and interfaith dialogues, will be holding an event on **date** to promote **goals**.

This event will feature **speaker/food/activity**.

In a time when our country is divided, Project Nur seeks to foster unity and solidarity between Muslim Americans and surrounding communities to combat extremism and bigotry through a network of dedicated college student leaders at over 76 college chapters across the country.

Provide about 2-3 brief sentences of further context on the event, ranging from who the speaker is to who will be leading a training to what type of food will be at the event.

The event will be held on **date, time, and location**.

Project Nur leadership quote/testimonial.

For more information about Project Nur at **university**, please visit **FB page/website**.

For example, "...will be holding an active bystander training on Friday, October 5th to teach all members of the community how to play a role in preventing hate crimes and building a relationship of mutual support for all community members."

Who to send press releases to:

- School newspaper
- School TV channel if applicable
- Local newspaper
- Local TV outlets

More tips:

- Personalize your emails
- Copy and paste the press release in the body of the email - don't attach it!
- Send during regular business hours (between 9am and 5pm)
- Be concise

Event Ideas: How to Bring Project Nur to Life

On your Campus

“Calling All Humans” Interfaith Dialogue: Invite religious leaders from all three Monotheistic religions to highlight the importance of unity between Muslims and non-Muslims and how to promote religious tolerance on campuses



Islam Around the World: Showcase food and culture of the Muslim world with a cultural night (you can also focus on the six countries that are a part of the Muslim Ban)



Hug a Muslim Day: Combat bigotry and racism by engaging people head on

Compliment a Stranger Day: Show the power of love by tabling on campus while complimenting everyone around you

Roses of Positivity: Hand out Roses with quotes of unity and understanding attached to them



Interfaith Dinner: Host a dinner welcoming people of all faiths to socialize with the goal of promoting unity

Relief for a Cause: Partner with relief organizations to come together for a common cause such as a blanket drive, making bagged lunches for the homeless in your city, thanksgiving food drive, or a visit to a retirement home.

Movie Screening: Host a movie screening and have a discussion about the movie after



Monologues for Dialogues: Host a poetry night revolving around the topic of safety and inclusion where people can share their personal experiences



Political Discussion: Host a political discussion to address the current political climate

