

THE 4TH ANNUAL RAMADAN FAST-A-THON

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A NATIONWIDE INITIATIVE SPONSORED BY MSA-NATIONAL

THE FAST-A-THON TOOLKIT

A How-To Guide for Hosting an MSA Fast-a-thon

THIRD EDITION

Written by the MSA of Knoxville, Tennessee
www.msaKnoxville.org

The Ramadan
FAST-A-THON

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

Dear MSA Brothers and Sisters:

Assalaamu Alaykum wa Rahmatullah,

MSA-National is proud to announce the kick-off of one of your favorite events: the Annual Ramadan Fast-a-Thon. Now a national initiative, this event was originally conceived by the Muslim Student Association at the University of Tennessee, Knoxville. In a single day during Ramadan (November 2001), MSA-Knoxville, helped raise nearly 500 dollars for a local food pantry and united Muslims and non-Muslims in an effort to address issues of hunger in their community. Ramadan 2002 saw the event flourish at the continental level, with an excellent reception from MSAs who hosted the program in the first national initiative. The 2004 and 2005 Initiatives were immensely successful as well, in total over 250 campuses participated. With the great diversity among MSAs, we saw each group personalize the event to suit their needs—starting with advertising techniques ranging from having pledge tables look like broken down shacks and brothers dress up like the homeless to the more traditional methods of fliering and talking to various groups and student organizations on campus.

We thank God for the success in these last few years, for allowing the Fast-a-thon to grow from a small, local event to one of the most successful national student programs in recent history. The Fast-a-thon has become an impressive reflection of the creativity, dedication, and tireless da'wah efforts of Muslim students across the US and Canada. It allows MSAs to enable the service of the underprivileged, promote the ideals of Islam, and build bridges with non-Muslims that will, God-willing, continue to help us work for social justice in their communities.

Why do we think this is so important?

- First and foremost, as in all things, our intention should be to please our Lord who has commanded us, as Muslims, to act with Mercy and Justice on His Earth. Part of this charge entails feeding the hungry, sheltering the homeless, and comforting the afflicted.
- Secondly, we know that one of our primary tasks, as a Muslim minority in this country, is to educate people about Islam and call to Allah. One of the most effective ways of doing this is by actively demonstrating the potential for Islam to change America for the better.
- And finally, during a time where public discourse is focused on governance and active citizenry, our duty as Muslim Americans is to demonstrate commendable civic values. If there are thousands of Muslims organizing on a national level to feed the hungry here in this country, it cannot go unnoticed. Thus, we hope to please our Lord by promoting a more positive image of Islam in this country, as well as being model citizens to our communities.

You will find enclosed a How-To Packet: a collection of checklists and information written by our MSA officers on how to handle the various aspects of the Fast-a-thon. We've tried to revise the packet to incorporate your ideas and suggestions and allow for groups to tailor the event to fit their needs. Also enclosed are the articles, fliers, forms, and advertisements from past Fast-a-

thons. We hope they will give you a more complete understanding of what is involved in putting an event such as this together, and how we might orchestrate it on a national level. Of course these documents are from past Fast-a-thons, so it is somewhat dated and cannot convey every aspect of this event.

On our national website (www.fastathon.org), we ask you to please update us regularly on your Fast-a-thon's progress. This will make the national campaign more of a team effort. Begin by making sure your MSA is a registered participant in the national campaign. Unless a significant number of MSAs register, it is highly unlikely that the movement will receive national media attention. Make sure to check out the website regularly to see how well other MSAs are doing, how many pledges they have, and creative ways they promoted the Fast-a-thon on campus. This way, we can all compete for good deeds.

We have a vision of a nation that doesn't just accept Islam and Muslims, but is better because of them, a nation helped in its aspirations to justice through this religion. We envision a society that goes beyond simply acknowledging Islam and Muslims, to reach out for them and ultimately, for their Lord.

We invite you to be a part of this vision.

The Ramadan Fast-a-Thon 2005:
- Get Hungry for Change -

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TABLE OF CONTENTS

DEVELOPING THE EVENT THEME (p. 5)



CHOOSING THE BENEFICIARY (p. 7)



SOLICITING BUSINESS SPONSORS (p. 9)



PUBLICIZING YOUR FAST-A-THON (p. 12)



OBTAINING FASTING PLEDGES (p.20)



DOCUMENTING YOUR EVENT (p. 23)



HOSTING THE EVENING IFTAR (p. 27)



APPENDIX (p. 33)

DEVELOPING THE EVENT THEME

An event theme can focus your Fast-a-thon and help make it different from past years. This section gives general guidelines on how to set a theme and incorporate the Fast-a-thon into a longer event series.

DEVELOPING THE EVENT THEME

Based on past experiences, we know that setting a **theme** for your Fast-a-thon will help make the event more focused and different from past years. Having a theme is also useful in publicity and media promotion: a catch phrase that you can refer back to helps people remember the event better. Another benefit of a theme is in planning the Iftar Event. Setting a program with interesting topics of discussion and good speakers is crucial to a successful Iftar Event. The theme will also help give direction to your speaker(s), in planning their talks.

Your organization should brainstorm and come up with a catchy (yet, tangible) tone for the event, starting from early fliering and publicity to the pledge tables and Iftar Event. This focus can also be incorporated into a broader theme for the semester or developed into a longer event series for the MSA. For example, you can choose something like “Unity through Diversity” or “Muslims in America,” or other possible, general ideas. If you settle on “Unity through Diversity” as your theme, you could use pictures of Muslims from all around the world illustrating different Islamic cultures on advertisements, at the pledge tables and at the event itself. Further still, the speaker(s) could use “Unity Through Diversity” in the opening statements of his/her talk to tie it all together, focusing on the diverse face of Islam.

You might want to make your Fast-a-thon part of a larger event series; in this case, the theme should match the particular series event. For a community service focus, set specific dates in the semester for MSA members (and participants from your fast-a-thon) to volunteer at your beneficiary organization. Not only is this “good dawah” but it also serves to continue the original goals of the Fast-a-thon: aid to the underserved and marginalized communities. If you chose to make your Fast-a-thon part of an IAW or IAM, encourage people to learn more about different cultures through interfaith activities. By making the fast-a-thon more than just isolated day in Ramadan, you can use it as a springboard to create change in your community.

CHOOSING THE BENEFICIARY

At the outset of this awesome task, your MSA will need to choose a local charitable organization worthy of receiving the money you raise through the fasting pledges. This section suggests the types of organizations we recommend and how to work with them along the way.

CHOOSING THE BENEFICIARY

- Select a local organization that deals with hunger issues in your own community. The idea is to have a positive impact on the community in which you live. Last year, MSA Knoxville chose the Love Kitchen (www.kornnet.org/luvktchn).
- Strongly consider a charity that is not closely affiliated with a local church or other supporting institutions. A church-based soup kitchen is less likely to need support than an independent food shelter whose upkeep is entirely dependent upon outside sources.
- If there are multiple beneficiaries that meet the above suggestions, take the time to get to know each one: go check out their facilities, talk to the folks they serve and the folks who work there. In the end, you just have to go with the one you feel the best about.

✓ CHECKLIST: BENEFICIARY RELATIONS

1. **Give them a visit after finalizing your choice.** Let them know who you are and what you plan to do. Make sure it is okay to use their logo on your advertisements if you plan to do so. Confirm that donations to them are tax-deductible – this may be important in soliciting sponsorships from businesses!
2. **Invite them to the *iftar*** [fast-breaking dinner] and have them provide a representative to speak about their organization and its services at the event. You want to provide good public relations not only for yourselves and the business sponsors, but also for the beneficiary.
3. **Formally present one big check to the beneficiary at the iftar** if you have collected all the donations from your business sponsors. If you have not collected all the money yet, you can send an MSA delegation to the organization and present them with the money at a later date.

✓ CHECKLIST: NETWORKING

1. **Notify MSA National** once you have selected the beneficiary by entering your choice (and their website address) into the fast-a-thon.org website. This will help them maintain the National Progress section with a complete list of all the beneficiary groups that are benefiting from the national Fast-a-thon.

We strongly urge you to let this be the beginning of a lasting relationship between your MSA and the local beneficiary. Consider starting that very day: when you go to present the check, make arrangements to stay and volunteer there for a few hours. Stay in touch and have your MSA volunteer to work there at least once every semester.

SOLICITING BUSINESS SPONSORS

Your MSA will need to find businesses willing to donate money to the beneficiary group by sponsoring the non-Muslims who pledge to fast. In this section, you will find information on how to find and work with these businesses.

SOLICITING BUSINESS SPONSORS

One of the major tasks of planning a Fast-a-Thon is finding businesses willing to pledge money towards this great cause. Not only will they get positive publicity from your extensive advertising efforts, but also they should relish the opportunity to contribute to the community.

Important Files

- **Informative Fliers**: Given to businesses to provide a basic understanding of the event and why they should participate. (Figure 2.1)
- **Business Pledge Form**: The form that sponsoring businesses will fill out upon agreement. (Figure 2.2)

✓ CHECKLIST: BUSINESS SOLICITATION

1. **Assign a Business Relations Manager** to coordinate the solicitation process and relations with the businesses over the course of the event. The Manager may divide up the potential sponsors and delegate volunteers to speak to each one.
2. **Approach the potential sponsors** with the informative fliers (see Figure 2.1) and pitch the idea to them. Convince them that they will gain great publicity by showing them sample media ad's that you would place in the newspapers and around campus with their logo on it. Obviously you should dress and conduct yourself in a professional manner. Be prepared to answer any questions that the potential sponsor may have including those about the beneficiary organization, such as whether the sponsor's donation will be tax-deductible or not.
3. **Once a business agrees, have them sign the Business Pledge form** (see Figure 3.2) and make sure you both have a copy of the contract.
4. **Agree upon a date to collect the sponsor's donation.** If you plan on presenting the donated funds to the beneficiary at the iftar, you will need to collect the sponsor's money before that event. You may want to agree upon a pre-payment date when you will inform the sponsor of an estimate they should expect to pay (based on the amount of student pledges you currently have).
5. **Obtain a picture file of the sponsor's logo** to place on all of the fast-a-thon documentation and advertisements. If you are making t-shirts or pins, make sure to place the logo on them.
6. **Invite the business representative(s)** to the iftar and make sure they are formally recognized at the event and have reserved seats.

✓ CHECKLIST: NETWORKING

1. **Report back to MSA National** at fast-a-thon.org by informing us of what business sponsors you chose for your event along with their websites if available. If you have ideas for improving the solicitation process, please run them by us.

GUIDELINES: CHOOSING THE RIGHT BUSINESSES

When considering who and how to solicit sponsors, please consider the following suggestions:

- You should certainly approach Muslim businesses as they are likely to be supportive and it is good to give Muslims every opportunity to practice charity. But part of the purpose behind this event is to reach out to the non-Muslim community and for this reason we encourage you to approach non-Muslim businesses for their help, too. Working with other groups on campus may be helpful in this regard as they may have connections to some local businesses.
- Approach businesses that are near your campus or are otherwise marketed toward students. They may be more likely to participate in a university event and may in fact have special funds set aside for this purpose.
- Overall, you should be sure that there is no doubt in the reliability of the business you choose. They should be held in high regard by the local Muslim and non-Muslim community. This, of course, entails that the business does not partake in any un-Islamic business practices.

PUBLICIZING YOUR FAST-A-THON

To attract potential participants, school officials, and local media, a thorough advertising campaign is needed to let everyone in town know just what is going on! There are three main avenues for publicity: (1) the media, (2) professors and other campus groups, and (3) advertisements.

SECTION 1: MEDIA RELATIONS

If you want media coverage for your event, writing and sending a press release is absolutely crucial. The press release has three main functions: 1.) To summarize and briefly describe the event, 2.) To explain the importance of the event and persuade media to give it coverage, and 3.) To provide contact information to media that wish to follow up with the event.

You are going to use the press release to introduce your event to the media, so you have to make sure it includes all the pertinent information, presenting it in a way that will encourage coverage of it. However, the people to whom you are sending the press releases are extremely busy, and they don't have time to review through too many pages. Therefore, it is important for the press release to be clear, concise, and brief—ideally, no longer than one page.

For a more in-depth meeting or interview, you may also want to put together a short “media packet” that has newspaper clippings, pictures, and testimonials from past years' events, as well as general information about the Fast-a-thon. This document, if professionally put together, can be used not only for media work, but also when approaching business sponsors and when telling other student organizations about the event.

Important Files

- **Press Release:** This document is a sample press release to send to local media outlets. (Figure 3.1)

✓ CHECKLIST: MEDIA RELATIONS

1. **Appoint someone as Media Relations Officer**, possibly one main officer with a couple of under-secretaries, to work on writing and sending press releases to local media outlets.

GUIDELINES: WRITING A PRESS RELEASE

The press release should include the following parts: (refer to **Figure 3.1**)

- *Date and contact information.* Flush left, and start with "FOR IMMEDIATE RELEASE," after which write the date and contact information (the person you want to be in charge of handing media relations).

- *Header sentence.* Emphasizing in bold and larger font, write a brief sentence describing the event and including your organization's name.
- *Detailed sentence.* This sentence is written in italics and expounds on the header sentence.
- *Event description.* This is the body of the document. Describe the background and purpose of the event. You will also want to tie your event in with the bigger picture, i.e., Why is this important? Some things you might want to mention are the national Fast-a-thon movement, brief information on Ramadan and fasting, and hunger problems in your area. Make sure to highlight the beneficiary of your fast-a-thon and clearly explain how the event will work. This section should also include one or two quotes by members of your organization. Writers will often use these quotes directly in their articles.
- *Boiler plate.* This is a brief paragraph about your organization that you will attach to the bottom of the event description.
- *Fact sheet.* Summarize the event's Who, What, When, Where, and Why.

✓ CHECKLIST: SENDING THE PRESS RELEASE

Ideally, initial press releases should be sent to all relevant news media *no later than two weeks before the event date*. You can send the same press release to each of your media outlets, making some small changes if necessary to be relevant to particular media. Here's how to go about sending press releases:

1. **Appoint someone as Media Relations Officer**, possibly one main officer with a couple of under-secretaries, to work on writing and sending press releases to local media outlets.
2. **Compile a list of all the different media centers you want to target.** This list should be as inclusive as possible, comprised of both places on-campus and in the local community. There are three main areas of media that you will target:

NEWSPAPERS: campus paper, city paper, papers of surrounding cities

TELEVISION: news stations (campus television as well as each of the local news stations and, if applicable, their morning show staffs)

RADIO: on-campus and local talk/news stations

3. **Find the fax and phone numbers of where press releases should be faxed**, as well as the names of the particular people to whom you will address the fax. These are generally beat editors at newspapers and assignment directors at TV and radio stations.

4. **Make separate cover sheets for each fax you plan on sending.** Fax cover sheet templates can be obtained from Microsoft Word. Take advantage of the "Comments" section of the cover page to include information directly relevant to the type of media you are sending the fax to. For instance, if you are sending a press release to the morning show staff of a local TV station, you may want to state that someone from your organization would be available to appear on the show.
5. **Start faxing.** Depending on the size of your locale, you may be sending as many as 10 to 15 faxes. Allot about half an hour of time to send all these faxes.
6. **Call the centers to confirm their receipt of the faxes** about 30 minutes after sending them. Some media centers receive hundreds of faxes a day and do not pay attention to every single one unless a follow-up call is made.
7. **Make follow-up calls again,** about 2-3 days before the event, to ensure that the newspaper/station is definitely covering the event.
8. **Resend press releases** to the same centers two days before the event and then again on the actual day of the event.

Keep in mind that merely faxing a press release is not enough. Sending numerous faxes and making follow-up calls may seem tedious, but it's essential if you want to succeed in getting media coverage. In essence, you are competing with others in your area for the center's attention. You have to convince the media that this event is newsworthy.

✓ CHECKLIST: ARCHIVING AND NETWORKING

1. **Report back to MSA National** by saving all the media coverage of your event (newspaper articles, television news clips, etc.) and e-mailing it to the fast-a-thon.org website. A section on the national fast-a-thon progress will be updated often and will reflect your own MSA's success!

NOTE: *Selecting Individuals To Speak To Media*

Let's face it, not everyone is meant to speak in front of a camera, or even to newspaper reporters for that matter. Your organization should make careful deliberations in deciding who you want to represent your group. Honestly and objectively assess the capabilities of your members, and choose 2 or 3 individuals to serve as primary media contacts. If a reporter is looking for someone to interview about your event, direct his or her attention to one of these contact persons. Remember, when you're in front of a camera or a microphone you're not only representing yourself, you're representing all Muslims and ultimately, this Religion.

SECTION 2: BUILDING BRIDGES

A critical element of a successful fast-a-thon is finding other campus organizations and academic departments to co-sponsor and promote the event.

Important Files

- Co-sponsorship Proposal: This document for the potential co-sponsor describes the fast-a-thon and states reasons why their organization/department should co-sponsor. (Figure 3.2)
- Letter to Professors: This flier explains describes the fast-a-thon and requests professors to encourage students to participate. (Figure 3.3)

✓ CHECKLIST: APPROACHING ACADEMIC DEPARTMENTS

1. **Appoint someone as Departmental Liaison**, possibly per department, to work on proposing co-sponsorships and advertising to academic departments.
2. **Formulate a list of target departments.** We recommend contacting the History, Religious Studies, Asian, African-American, Middle East Studies, Political Science, Anthropology, Social Work departments and any other departments your organization has worked with in the past.
3. **Approach the department head or contact about the event.** Give them the proposal and explain the details of the event, especially why it is important for them to co-sponsor and what the benefits are of doing so (campus recognition and helping a local charity).
4. **Send letters and informative fliers to professors**, by e-mailing them (if possible) and placing letters in their mailboxes, encouraging them to tell their students about the event. Do this about one week before student pledges begin.

✓ **CHECKLIST: APPROACHING CAMPUS ORGANIZATIONS**

1. **Outreach to faith-based and volunteer/activist campus groups as well as culture-based Muslim groups.** Faith-based groups may include Campus Catholic Ministries and Christian Life; volunteer groups would include community service organizations; cultural groups may include the Arab Students Association, Pakistani Students Association, and others. Activist groups, such as Amnesty International, are committed to causes of social justice and would probably be very interested in working with you for this cause. Approach the potential co-sponsoring organization with the proposal. Whether or not they agree to co-sponsor, ask them to kindly publicize the event to their members via e-mail and word of mouth.

NOTE: *Recognizing Co-Sponsors*

All the sponsors of the event should be listed at the bottom of your event's fliers, emails, and all pertinent documents (for example: "Ramadan Fast-A-Thon sponsored by the Political Science Department, Muslim Students Association, Arab Students Association, and Progressive Club"). They should also be recognized at the iftar.

SECTION 3: ADVERTISING

This section outlines the basic procedures for publicizing on your campus with fliers, media advertisements, and through the Internet.

Important Files

- “Hungry” Fliers: a marketing flier to create pre-event hype. (Figure 3.4)
- Regular Fliers: fliers with basic information about the event—date, time, place, etc., including information on the pledge tables. (Figure 3.5)
- Informative Fliers: a half-page flier with more event details. (Figure 3.3)

✓ CHECKLIST: CAMPUS ADVERTISING

1. **Appoint an Advertising Manager** to coordinate the tasks below.
2. **Divide your campus map** into approximately 5-10 advertising regions and assign specific people to place fliers in those areas. Give them deadlines!
3. **Give the necessary supply** to advertisers (fliers, tape, chalk, etc.) and replenish them as needed.
4. **Post the “Hungry” fliers** (see Figure 3.4) around campus about 3-4 weeks before the event.
5. **Post the regular fliers** (see Figure 1.5) about 2 weeks before the event. The number of copies should be twice the amount of “Hungry” fliers.
6. **Continually re-post fliers** that were taken down, especially in the final week before the event.

Tailor the checklist above to suit your advertising capacities. If pressed for time, focus on the regular fliers — these are the simplest but still contain all relevant information.

NEWSPAPER ADVERTISEMENTS

Depending on your organization’s financial capacity, it is also useful to have a paid advertisement in the local and/or campus newspapers. Contact your newspaper for rates and deadlines. The best time to advertise in the paper is the week of the fast-a-thon itself, preferably by running the ad in successive days leading up to the fasting day.

ADVERTISING VIA E-MAIL AND THE INTERNET

If your MSA has established an e-mail distribution list for non-Muslims, use it as a tool to get the word out about the fast-a-thon. Successive e-mails that are sent two weeks, one week, and one day before the main event would be appropriate. Your MSA website can also be a great tool for publicity. Feature the fast-a-thon prominently on your site and make references to its address on all your fast-a-thon documents.

NOTE: Report New Ideas to MSA National

If you have thought of a new strategy for advertising on campus, please inform MSA National at the fast-a-thon.org website. Send us file attachments of new fliers you come up with and other ways you have found to publicize the fast-a-thon locally. We can all learn from each other's success and we hope to continually improve the Fast-a-thon Toolkit in future years.

ACQUIRING STUDENT PLEDGES

There can be no fast-a-thon without fasters. This section discusses the most challenging aspect of the event: getting non-Muslim students to fast.

ACQUIRING STUDENT PLEDGES

Students who choose to partake in the fasting will need to sign pledges that will explain what fasting entails and also relieve the MSA or the University of any liability should the faster get sick or any problems occur (Insha Allah, we hope none do). Students will sign the pledges at tables that the MSA will set up around campus. The pledge tables serve two purposes: (a) *Dawah*: inform non-Muslims about fasting and Islamic values of generosity and social justice, (b) *Obtaining Pledges*: sign-up people to fast. Basically, each table can be thought of as an Islam Awareness booth, complete with information about Islam, and an advertising table for the fast-a-thon itself.

Another way to make the pledge process fun and exciting is to have a contest among student organizations. MSA members could set up meetings with various clubs, fraternities/sororities, residence halls, and other groups to explain about Fast-A-Thon and encourage them to sign up. The organization with the most fasters would be recognized at the iftar, as well as receive a prize from MSA.

Important Files

- Pledge forms: pledges that fasters must fill out. Keep a copy for the MSA. (Figure 4.1)

✓ CHECKLIST: PLEDGE TABLING

1. **Appoint a Pledge Table Manager** to coordinate and delegate all the tasks below.
2. **Locate one or more locations on campus** to place your tables. The best spots are those where there is lots of foot traffic and many students tend to hang out. Outdoor locations usually work well. Remember, more locations = more fasters.
3. **Determine the dates** you will pull out the tables. The best timeline to go by is to have tables out about 10 days before the event, then again for 3 or 4 days in the week *before* the event, and finally to have the tables out *every day* on the week of the event. More days = more fasters.
4. **Allocate materials for the tables**, the most important of which are the fast-a-thon pledges and flyers. If you have fast-a-thon shirts or buttons, have them ready to give to those who pledge so that they'll wear them on the fasting day. It helps to have a big, attractive banner in front of the table such as one that says "Hungry for Change?" Make the booths lively: Have Islamic art, music, literature, and food (e.g., falafel sandwiches) if you can.

5. **Keep track of your fasters**, by getting their complete information during sign up. Make a database with the fasters' names, contact information, the group they represent (if you're having a student organization "competition," as mentioned above), and whether or not they can come to the dinner. You may also find it useful to give fasters a short hand-out about fasting Islam; background on the Fast-a-thon, its goals and objectives; the time and date for the iftar; more information on the beneficiary organization; and MSA contact information if they have any further questions. If you have Fast-a-Thon shirts or buttons, make sure to give it to them at this time, so fasters can wear them on the fasting day. Also, if you have enough volunteers from your MSA, you can set-up an informal program, where each MSA member is assigned a group of fasters to mentor. The mentor can contact fasters a day or two in advance to remind them about the event, give them a wake-up call on the day of, and sit with them at the iftar to find out more about their fasting experience.

✓ CHECKLIST: NETWORKING

1. **Report back to MSA National** at fast-a-thon.org on your current number of student pledges. We will update the site with how many fasters each MSA has. Also, be sure to take pictures of your tables and your pledging process. Scan and e-mail them to us as well. If you had a better way to acquire pledges, don't keep it secret! Share the intellectual prowess of your MSA. ☺

NOTE: Obtaining Pledges Online

Your MSA can have students pledge to fast online through a form on your MSA website. When the pledge deadline comes, however, be sure to end the online pledge system without delay.

DOCUMENTING YOUR EVENT

After your MSA has put in all that effort in organizing a fantastic event, you don't want it all to be forgotten. This section will tell you how to document your Fast-a-thon memories to show your grandkids one day, inshaAllah.

DOCUMENTING YOUR EVENT

Taking pictures and videotaping the event is important for many reasons. It is useful to go back and watch the previous Fast-a-thon footage to note improvements for the next year. As always, you might find it rather amusing to watch the stressed out MSA members during the event, as well as inspirational to see fasters coming to the iftar and talking about their fasting experience. A video and other documents, such as newspaper clippings and photographs, is good for publicity and promotion for funding, media attention, etc.

The fast-a-thon coordinating committee is also interested in putting together a documentary about the national event; we would love to have your pictures and footage for use in the film.

✓ CHECKLIST: PRE-EVENT PLANNING

1. Appoint a MSA member to be in charge of all AV equipment.
 - a. Make a list of the facilities you have available.
 - b. Assign one person to each piece of equipment. Brief them on their duties according to the checklist below.
 - c. Make the AV coordinator responsible for compiling all the photographs and putting together a finished documentary of the event.
2. Appoint another person to be in charge of newspaper articles and other noteworthy events in your planning process. Use the networking/archiving portion of previous sections as a guideline.

✓ CHECKLIST: WHAT TO TAKE PHOTOGRAPHS OF

1. Take picture of the pledge tables and people signing up to fast.
2. See the Video Checklist below, for general guidelines.
3. Try to get photographs of the room AFTER it is set up but before everyone arrives.
4. Photographs of the big crowd. If you can elevate yourself onto a ladder or something in the corner, that would be good.

✓ CHECKLIST: WHAT TO VIDEOTAPE

1. Videotape the entrance to the building where you're hosting the iftar. This is a good starter for the video documentary. Tape any important landmarks both inside and outside the building.

2. People setting up the room.
3. Key VIP people as they arrive, that is University administration, representatives from your beneficiary organization and business sponsors, community leaders, and other invited guests.
4. The greeters as they greet guests coming to the fast-a-thon.
5. The people standing in line for dates/milk and also for food.
6. Guests as they walk in, focusing on close-ups of their faces. Most non-Muslims will look fatigued and with flushed faces from exhaustion.
7. The expression on people's faces in the audience as the muezzin calls the adhan and when they put the dates and milk in their mouths. Try to find some that may say a prayer before putting it in their mouths.
8. The Maghrib prayer (not all of it) and also the faces of the non-Muslims watching the prayer.
9. The TV news people, videotaping the event or interviewing fasters.
10. People eating, especially when it's a good mix of Muslims and non-Muslims.
11. Videotape all aspects of the formal program: the speeches, presentation of the check to the beneficiary organization, and faster testimonials.
12. People as they exit the event.

✓ CHECKLIST: WHO TO INTERVIEW

1. The people as they are setting up. Ask them question like: Are you nervous? Do you expect lots of people? This can be humorous and intrusive.
2. Interview the people who are in line to get dates and milk: Are you hungry? Excited to break your fast?
3. Interview the news reporters on a personal level: Was this a good event? Do you think lots of TV viewers at home will like it? Will it give you good TV ratings?

4. Interview key Muslim people there and ask what they thought of the event.
5. Interview a few people while eating: Does it taste good? “Don’t pig out now!”
6. The main interviews are when you take people aside and ask of their fasting experience: the questions to ask them are below.

✓ CHECKLIST: WHAT TO ASK IN THE INTERVIEWS

1. About the fast
 - a. Was it difficult?
 - b. Did you cheat at all?
 - c. Did you forget you were fasting at some time in the day?
 - d. Did it make you reflect on the blessings of food and the less fortunate?
 - e. Did you try to be less argumentative and improve your character too?
 - f. Were you ever short tempered or moody from fasting?
 - g. Are you happy you fasted? Would you try it again?
2. About the iftar event
 - a. What were the best aspects of the event?
 - b. The worst aspects that need improvement?
 - c. How was the food?
 - d. How were the speakers? Which was your favorite?
 - e. Have you ever heard the Muslim call to prayer or seen them pray? What did you think of that?
 - f. Did this help to clear up misconceptions you had about Islam or Muslims or that the media commonly state?
 - g. Would you do this again next year and recommend others too?

HOSTING THE EVENING IFTAR

What better way to break the fast than with all those bold students who took on the fasting challenge? This section will tell you how to host the campus iftar that will both feed and educate.

HOSTING THE EVENING IFTAR

The evening iftar is the final event of your fast-a-thon experience. If carried out properly, it can be a great conclusion to all your hard work.

Important Files

- Event Program: The list of the evening's events to be given to attendants as they walk in. (Figure 5.1)
- Comment Cards: This will gauge how much the participants enjoyed the event. (Figure 5.2)

✓ CHECKLIST: PRE-IFTAR PLANNING

1. **Appoint an Iftar Coordinator.**
2. **Choose a location on campus** for the iftar and reserve it. Remember that you will need a place where people can sit and eat: a banquet setting with nice tables and chairs. You also need a speaker podium set up where the guests can both eat and listen to the speeches at the same time; this obviously means that a sound system must be provided. Space should be available for the Muslims to pray Maghrib and for food to be served. Find out if the University has regulations concerning private meal catering and how much equipment they provide for the serving of food (e.g., hot trays).
3. **Create a Food Committee.** This is the most important aspect of the event. See the Food Committee Checklist below.
4. **Decide on a program** for the evening's events. See Figure 5.1 for a sample of MSA Knoxville's program last year. Be sure to formally recognize and thank the business sponsors. Presenting the check to the beneficiary would also add excitement to the event. See section on "Setting a Program" below.
5. **Delegate iftar volunteers** from the MSA and the co-sponsoring organizations for the following jobs at the event:
 - a. **Setter uppers**: to arrange the food, seating, prayer area, and sound system
 - b. **Moderator**: to moderate the speaking at the iftar
 - c. **Ushers**: to greet guests at the door and hand them program sheets
 - d. **Ushers**: to guide guests to their seats
 - e. **Food Servers**: to serve food when fast-breaking time comes in
 - f. **Drink Servers**: to serve drinks and replenish beverages if necessary

- g. Historians: to photograph, videotape, and record the whole experience
 - h. Comment Card Collector: to go around and collect completed cards
 - i. Cleaners: to clean the venue once the guests leave
6. **Contact the Food Committee** a few days prior to the event to ensure they are on top of things.
 7. **Call the event speakers** a few days prior to the event to confirm their attendance.

✓ **CHECKLIST: FOOD COMMITTEE PLANNING**

1. **Create a menu** for the dinner and think of the best local Muslim cooks you want.
2. **Delegate Food Committee members** based on the different ethnicities of the food (e.g., Arab, Indian) or the types of dishes to be cooked (e.g., rice, meat, desserts). There will also need to be someone in charge of purchasing plates, utensils (both large serving utensils and personal utensils), cups, beverages, and napkins if the University will not provide them. You may need to assign one person to the food and drinks you will have *just* for breaking the fast: dates, milk, water, etc.
3. **Contact cooking volunteers** two weeks prior to the event. Providing them with any materials or finances they may need.
4. **Work out the logistics** of getting the food to the location one hour before the event starts. The food cannot be late!

✓ **CHECKLIST: SETTING A PROGRAM**

It is important to set an overall tone for your event. There is no better way of doing this than having one basic premise on which to base your event. The following are some suggestions for how to develop and incorporate an event theme.

1. **Choose a Master of Ceremonies (M.C.)**. It is important there is one person delegated to run things from the podium. This person should be lively, able to joke and engage the audience (especially in case of a mishap), and introduce the program and speakers. So, find that member of your group that isn't shy and can hold his own in front of a crowd.
2. **Now that you have a basis for the event, begin setting a program for the night's events**. As is shown in Figure 5.1 (the Event Program from MSA Knoxville), there are several basic things you must include: a

welcome, the adhan, the actual fast-breaking, prayer, getting food, speeches and/or discussion, testimonials, and a closing. We'll break each one of these down to help you plan:

- a. **Welcome:** This is the first portion of the evening. Setter-uppers, greeters, and ushers will have already had contact with your guests (make sure everyone is prepared to talk with incoming people); but the welcome will formally start the event! The M.C. should have the welcome about 3-5 minutes before Maghrib time so as to explain the adhan. During this time, the MC should thank the business sponsors, any campus or organizational sponsors, the fasters, those who cooked, etc. Then, s/he should explain what the adhan is and why it ushers in the time to break fast. Also, explain that fasters can eat/drink once it's called, these poor kids keep waiting...
- b. **The Adhan:** Self-explanatory. The caller can translate it if you think it's appropriate/necessary.
- c. **The Fast-Breaking:** The MC should congratulate the fasters on making it all day without food or drink!!! They should have all gotten milk/water/dates prior to being seated, of course; or those items should be on the eating tables.
- d. **Prayer:** The MC should then let everyone know that prayer will be held and possibly give a very, VERY brief intro on prayer; but don't belabor the point. If it suits your group, you can set some space set aside for the non-Muslims to watch prayer if they would like.
- e. **Getting Food:** This is crazy time if you haven't pre-planned. Your organization needs to figure out an EFFICIENT manner of getting food to the fasters. The quicker people can get their food and eat, the more time is left for discussion, listening, and testimonials. Whether it be buffet lines called by table numbers or serving food directly (we recommend the former), you need to be sure that the food will get to people in an organized and prompt fashion.
- f. **Speeches:** If you have one speaker or three speakers planned, there are some basic things to keep in mind. First, make sure you contact the event speakers well in advance. Let them know the basics behind it, the THEME, their time limit, and the typical audience. Make sure they know to be there early (15-30 minutes) to review the evening's program with you one last time.

*If you want a person to speak from the Muslim community, get someone who speaks CLEAR English and is dawah-oriented. Make sure they know the target

audience is primarily college students with little or no knowledge of Islam. It should not be an evangelical khutba, rather, an enlightening discourse that incorporates the event theme as well as information about fasting and Islamic obligations of charity and hospitality.

*If you want to invite someone from a Social Work background, also impress upon him or her the event theme, as well as the point of the Fast-a-thon so things seem coherent.

*Consider inviting someone familiar with the hunger/homelessness problem in your area to drive home the issue of how important this work is and what a difference those in attendance have made by fasting.

*Make sure you allocate speaker time wisely. Usually, anything more than 20-25 minutes per speaker is too long. If you're having two speakers, try something like 15 minutes each.

*Make sure the speaker(s) highlights the THEME to tie everything in nicely. Subtle reiteration of the theme throughout the evening will hopefully lend fluidity to the event.

- g. **Discussion:** Leaving time for discussion amongst the audience and speakers, moderated by the MC, is a great addition to any program. Invite members of the audience to ask questions at the end of the speeches or try to launch a “roundtable” type discussion. You might even want to have people in the audience prepared to talk (notified earlier) to jump-start the conversation.
- h. **Testimonials:** This is probably the most fun part of the night. Invite audience members up to share their stories of fasting. Did they wake up for iftar? Did they forget and accidentally drink coffee in the morning? Were they just “going to die” by lunchtime? Again, you might want to have some people ready to offer testimonials in case the audience is too shy. Also, the MC should have some of these questions on-hand to keep people talking.
- i. **Closing:** You thank EVERYONE again, give them any information about the sponsors and/or your organization. Make sure they fill out their comment cards and tell them you look forward to seeing ‘em next year!

✓ CHECKLIST: THE ACTUAL EVENT

1. **MSA members should arrive at least one and a half hours early.** The first guests may arrive twenty minutes early. Place signs around the building and just outside the venue to help direct the guests.
2. **Set up an MSA table** with information on Islam and your MSA (provide an e-mail signup list for new recruits). Co-sponsors may also want their own tables.

3. **Begin setting up the venue.** All hot food brought in needs to be kept hot on burner trays. Reserved seats should be properly marked. You may want to have a separate table where fasters will first break their fast with dates, milk, etc. Try placing a 'Break Your Fast Here' signs on that table.
4. **Provide your speakers with a program** and have them sit close to the podium. Direct special guests (e.g. business sponsor rep's, beneficiary rep's, cooks) to their reserved seats.
5. **Make the guests comfortable.** During the event, MSA members should not sit at their own tables but should interact with and get to know the guests. When the time for breaking fast occurs, Muslims should explain why we break the fast with dates and milk. The guests should be asked to observe the Muslims in prayer.
6. **Constantly remind the guests to fill out the comment cards.** The moderator should do this on stage more than once.
7. **Collect the comment cards** after the speeches and thank everyone for coming.
8. **Clean up;** leave the place cleaner than you found it. Cleanliness is indeed part of faith.

✓ **CHECKLIST: POST-IFTAR WORK AND NETWORKING**

1. **Immediately type out all the comments** you received and place them on your MSA website. Send them out to your e-mail lists to reassure your members that you *did* make a difference on campus. Be sure to mention how much money was raised for the beneficiary and how many people attended the iftar.
2. **Notify MSA National** at fast-a-thon.org with information on your main event. Inform them of how many people attended, how much money was raised, and what fasters said on their comment cards. Be sure to send pictures, too! A detailed account of each MSA's fast-a-thon will be placed on fast-a-thon.org. Also, be sure to offer MSA National some general suggestions on how to improve the National Fast-a-thon next year.
3. **Remember to follow up with your beneficiary organization** by having your MSA volunteer to work with them throughout the year.
4. **Thank Allah** for the opportunity to serve Him and get some rest 😊

Success is from Allah alone.

APPENDIX: FILES

This section contains all the files referred to in previous sections.

Muslim Student Association
University of Tennessee, Knoxville
www.msaKnoxville.org

Figure 2.1
Informative
Business Flyer

The Ramadan Fast-a-thon

~ Get Hungry for Change ~

In the Islamic month of Ramadan, Muslims fast during daylight hours as an act of submission, solidarity, and remembrance. One of the main reasons for fasting is to call attention to those who go hungry every day, not as an exercise of religious expression, but as a fact of life.

In Knoxville alone, as many as 360 calls for emergency food may be placed in a single day to area food pantries, soup kitchens, and other emergency food providers. Hunger is not something that only happens “over there” in some faraway land. It happens right here, in our city, right now.

To respond to this deplorable situation, the UT's Muslim Student Association has organized the Ramadan Fast-a-thon, an event that hopes to raise up to five hundred dollars in a single day for the Love Kitchen, a local non-profit emergency food pantry. Here's how it works:

- We collect pledges from area businesses that promise to donate one dollar for every non-Muslim student who agrees to fast during the daylight hours of November 29th. Each business will sign a pledge sheet, agreeing to write a check to the Love Kitchen for an amount up to \$50 depending on the number of students who agree to fast. Participating businesses will receive publicity throughout the event on campus flyers and local media who cover the story. If we can get ten businesses to pledge \$50 each, and 500 students to pledge to fast, that's \$500!
- Through announcements, flyers, and media, we will ask students to go hungry for one day, so someone else won't have to. Participants will sign pledge cards, receive instructions on how to fast, and on November 29th, abstain from food and drink during the daylight hours. At the end of the day, fasting students will be invited to break their fast in UT's University Center Ballroom with cultural, home-cooked meals provided by local Muslim families. Our goal is to convince 500 students to fast, and raise \$500 for the Love Kitchen.
- We will count the number of pledge cards completed by students and divide the amount to be collected evenly between the participating businesses. We will then collect the checks from each business and present them to the Love Kitchen.

We thank you for your support of the Love Kitchen and the local Muslim community.

The Muslim Student Association
www.msaKnoxville.org

Figure 2.2
Business Pledge Form

The Ramadan Fast-a-thon

Business pledge form

_____ agrees to donate
\$1 per student up to \$_____ to the
Love Kitchen, for each non-Muslim
University of Tennessee student who
pledges to fast on November 29th.

Date: _____

Business contact (owner or manager): _____

Muslim Student Association Representative: _____

FOR IMMEDIATE RELEASE

November 19, 2001

For more info, contact:

John Muslim, 555-1337

msa@utk.edu

Figure 3.1

Sample Press Release

The UT Knoxville Muslim Student Association to raise funds for the Love Kitchen as part of a NATIONWIDE “Ramadan Fast-a-thon”

(Knoxville, TN) Muslims students at the University of Tennessee have joined with hundred of other Muslim Student Associations across the country in a national campaign to address issues of hunger in the US. On November 14th, non-Muslim students are encouraged to “go hungry for a day so someone else won’t have to.” For each student who fasts for a day, participating businesses will donate two dollars to local non-profit emergency food shelters.

(Knoxville, TN)- The Muslim Student Association at the University of Tennessee prepares to kick-off its second annual “Ramadan Fast-a-thon,” this time as part of a national event that hopes to raise thousands of dollars for local food shelters and soup kitchens.

During the Islamic month of Ramadan (which began last Thursday, the 12), Muslims fast during daylight hours as an act of submission, solidarity, and remembrance. One of the main reasons for fasting is to call attention to those who go hungry every day, not as an exercise of religious expression, but as a fact of life.

This year, the University of Tennessee’s Muslim Student Association decided to take their extremely successful project to the of Muslim Student Association national board and try to coordinate the event on a national level.

“We met with such success last year, and we really wanted to encourage other MSA’s to get more involved with their local communities.” Isma Blevins, a member of the Knoxville MSA said.

Like last year, the Knoxville MSA is raising funds for the Love Kitchen, a local emergency food provider. They hope to collect \$1500 by asking non-Muslim students to try fasting for one day. Local businesses will donate two dollars for each student that agrees to fast on November 14th.

At the end of the day, fasting students are invited and encouraged to break their fast with a meal prepared by some of Knoxville’s Muslim families and to hear two short presentations on the significance of Ramadan for Muslims and the issue of hunger in Knoxville.

“It’s a really tremendous feeling to be part of a national movement that seeks to make this country a little better. Hunger is not something that only happens “over there” in some faraway land. It happens right here, in our cities, right now. As Muslims, we have a special responsibility to do something about it.” Says Blevins.

**Figure 3.1
Sample Press Release
Cont'd**

Quick Facts:

What?

The Ramadan Fast-a-thon; a national movement wherein students from the Muslim Student Association try to persuade non-Muslim students to fast for one day during the month of Ramadan.

Why?

To go without food for one day, so that others may not have to.

For each student that agrees to go without food for one day, two dollars will be donated to the area food shelters from local businesses.

When?

November 14th, 2001

Where?

Fasting: UT Campus, all over Knoxville, all over the US!!!
Breaking the Fast locally: At the UC Volunteer Ballroom

Ramadan Fast-A-Thon *- Get Hungry for a Change -*

Thursday, November 14, 2002 at 5:30pm
UT's University Center Ballroom
Hosted by the Muslim Student Association

Figure 3.2
Co-sponsorship
proposal

In an effort to build bridges with other campus organizations, the Muslim Student Association would like your organization/department to co-sponsor the Ramadan Fast-A-Thon. Working with other groups on campus is important in facilitating interfaith and intercultural dialogue and in reaching out to the diverse student population. This event also provides a positive way for campus groups to give back to the community and help the Love Kitchen. Below is a brief explanation of the event and its goals.

PURPOSE:

During the Islamic month of Ramadan (which begins November 6, 2002), Muslims fast during daylight hours as an act of submission, solidarity, and remembrance. One of the main reasons for fasting is to call attention to those who go hungry every day, not as an exercise of religious expression, but as a fact of life.

In Knoxville alone, as many as 360 calls for emergency food may be placed in a single day to area food pantries, soup kitchens, and other emergency food providers. Hunger is not something that only happens "over there" in some faraway land. It happens right here, in our city, right now.

To respond to this deplorable situation, the Muslim Student Association has organized the Ramadan Fast-a-thon, an event that hopes to raise up to five hundred dollars for the Love Kitchen, a local non-profit emergency food pantry. We asking those who are not Muslim to fast for one day (November 14th) during the month of Ramadan, to help end hunger in Knoxville.

HOW THIS WORKS:

We are asking UT students and staff to go hungry for one day, so someone else won't have to. On <Dates For Pledge Tables>, participants can sign pledge cards at tables set up on the <Place>, and receive instructions on how to fast. On November 14th, we will abstain from food and drink during the daylight hours. At the end of the day participants are invited to break their fast in UT's University Center Ballroom with delicious home-cooked meals provided by local Muslim families.

Area businesses have promised to donate either one dollar or a set quantity of food for every non-Muslim who agrees to fast during the daylight hours of November 14th. After the event, we will count the number of pledge cards completed by students and divide

the amount to be collected evenly between the participating businesses. We will then collect the checks and food from each business and present them to the Love Kitchen.

REQUESTS OF CO-SPONSORS:

Publicize event by means of sending out the Fast-A-Thon flier to the organization's E-Mail list, announcing the event at meetings, and/or helping to advertise on campus. Encourage departmental professors to give extra credit to students who fast or help out with the event.

Make a \$100+ contribution, if possible. This donation goes directly toward funding this event, which is estimated to cost from \$2,000-\$2,500. Below is a list of estimated expenses.

Send a representative from your organization to the MSA Organizational Meeting on October 29th at 5:00 pm in the University Center (Room 217). (only for organizational proposals, not departmental ones)

The Muslim Student Association would like to thank you for your time and hopes to work with <insert name of group>. If you have any questions/concerns or are interested in co-sponsoring this event, please email the MSA at msa@utk.edu as soon as possible.

For more information, visit our website at www.msaknoxville.org

We thank you for your support of the Love Kitchen and the local Muslim community.

Sanjana Ahmad
President
The Muslim Student Association

Proposed Budget for Ramadan Fast-A-Thon

| | |
|---------------------------------------------------|------------------|
| Food Expenses (for Fast-Breaking Dinner): | \$ 250.00 |
| Guest Speaker (if having an out-of-town guest) | |
| Travel Expenses: | \$400.00 |
| Lodging and food expenses: | \$ 150.00 |
| Honorarium: | \$ 500.00 |
| Advertising (fliers, copies, banners, ads, etc.): | \$ 500.00 |
| Other (explain): | \$ 000.00 |
| Total: | \$1800.00 |

Muslim Student Association
University of Tennessee, Knoxville
www.msaKnoxville.org

Figure 3.3
Letter to Professors and
Short Informative Flier

THE RAMADAN FAST-A-THON

-Get Hungry for Change-

In the Islamic month of Ramadan, Muslims fast during daylight hours as an act of submission, solidarity, and remembrance. One of the main reasons for fasting is to call attention to those who go hungry every day, not as an exercise of religious expression, but as a fact of life.

In Knoxville alone, as many as 360 calls for emergency food may be placed in a single day to area food pantries, soup kitchens, and other emergency food providers. Hunger is not something that only happens “over there” in some faraway land. It happens right here, in our city, right now.

To respond to this deplorable situation, the UT’s Muslim Student Association has organized the Ramadan Fast-a-thon, an event that hopes to raise up to five hundred dollars in a single day for the Love Kitchen, a local non-profit emergency food pantry.

Here’s how it works:

- Area businesses have promised to donate either one dollar or a set quantity of food for every non-Muslim student who agrees to fast during the daylight hours of November 29th.
- We are asking UT students and staff to go hungry for one day, so someone else won’t have to. On Tuesday the 27th, and Wednesday the 28th, participants can sign pledge cards at tables set up on the UC and Humanities plazas, and receive instructions on how to fast. On November 29th we will abstain from food and drink during the daylight hours. At the end of the day participants are invited to break their fast in UT’s University Center Ballroom with delicious home-cooked meals provided by local Muslim families.
- We will count the number of pledge cards completed by students and divide the amount to be collected evenly between the participating businesses. We will then collect the checks and food from each business and present them to the Love Kitchen.

We thank you for your support of the Love Kitchen and the local Muslim community.

The Muslim Student Association
Visit our website at www.msaknoxville.org

*We formatted this to fit vertically on a half-sheet of 8.5’ x 11’ white paper in Landscape layout.

Figure 3.4
“hungry”
Fliers

HUNGRY?

November 13th

~Get Hungry for Change~

*Would you be willing to go without food for a day
so someone else might not have to?*

**STEP UP TO
THE PLATE**



**HELP SOLVE
HUNGER IN
YOUR CITY**

THE RAMADAN FAST-A-THON

Sign up to fast at one of our tables:

University Center and Humanities Plazas

Wednesday, October 29th

Tuesday, November 4th

Wednesday, November 5th

Thursday, November 6th

Monday, November 10th

Tuesday, November 11th

STUDENT PLEDGE FORM

I, _____ am hungry for change. I pledge to willingly and joyfully participate in the Ramadan Fast-a-Thon for the benefit of the Love Kitchen. I understand that I am pledging to abstain from all food and liquid during the daylight hours (5:30am to 5:30pm) of **Thursday, November 13th**. I'm also gonna try real hard to refrain from negative thoughts and speech. I don't have any medical conditions that would prohibit me from fasting, but in the unexpected and unlikely event that I should become ill or otherwise experience detrimental effects as a result of this fast, I will not hold the MSA, or its members, or the University of Tennessee responsible. This pledge form serves as your personal invitation to the meal Thursday in the UC Ballroom. Join us in the UC Crest Room for dates and milk as we break our fast at 5:15pm. The big meal begins at 5:45 in the Ballroom. We look forward to seeing you! If you have any questions, email us at msa@utk.edu

Name: _____

Signature: _____

Email: _____

YOUR COPY

STUDENT PLEDGE FORM

I, _____ am hungry for change. I pledge to willingly and joyfully participate in the Ramadan Fast-a-Thon for the benefit of the Love Kitchen. I understand that I am pledging to abstain from all food and liquid during the daylight hours (5:30am to 5:30pm) of **Thursday, November 13th**. I'm also gonna try real hard to refrain from negative thoughts and speech. I don't have any medical conditions that would prohibit me from fasting, but in the unexpected and unlikely event that I should become ill or otherwise experience detrimental effects as a result of this fast, I will not hold the MSA, or its members, or the University of Tennessee responsible. This pledge form serves as your personal invitation to the meal Thursday in the UC Ballroom. Join us in the UC Crest Room for dates and milk as we break our fast at 5:15pm. The big meal begins at 5:45 in the Ballroom. We look forward to seeing you! If you have any questions, email us at msa@utk.edu

Name: _____

Signature: _____

Email: _____

OUR COPY

Will you be joining us for dinner? Y / N

Figure 5.1
Event Program

Ramadan Fast-a-thon

Thursday, November 29th

UC Ballroom

In the Islamic month of Ramadan, Muslims fast during daylight hours as an act of submission, solidarity, and remembrance. One of the main reasons for fasting is to call attention to those who go hungry every day, not as an exercise of religious expression, but as a fact of life. In Knoxville alone, as many as 360 calls for emergency food may be placed in a single day to area food pantries, soup kitchens, and other emergency food providers. Hunger is not something that only happens "over there" in some faraway land. It happens right here, in our city, right now. To respond to this deplorable situation, the UT's Muslim Student Association has organized the Ramadan Fast-a-thon, an event that hopes to raise up to five hundred dollars in a single day for the Love Kitchen, a local non-profit emergency food pantry.

Program:

| | |
|------|-------------------------------------------|
| 5:30 | Call to Prayer |
| | Break Fast with Dates and Milk |
| 5:40 | Maghrib Prayer (Prayer at Sunset) |
| 6:00 | Proceed to the Ballroom for Dinner |
| 6:40 | Welcome by Joy Forster, TeamVols director |
| 6:45 | Talk on Ramadan |
| | Speaker: Rehan Farooq |
| 7:00 | Talk on Hunger in Knoxville |
| | Speaker: Lee Murphy |

Special Thanks

Downtown Copy Center, The Gold Corner, Holy Land Grocery, Knoxville Community Food Co-op, & Silver Cuisine for all of their support and donations

Sponsored by:
The Muslim Student Association
&
Team Vols

*We formatted this to fit on a half-sheet of 8.5' x 11' white paper.

Comment Card

Please place your form in the Comment box outside

Figure 5.2
Comment Card

The Ramadan Fast-a-thon

Hosted by the Muslim Student Association and Team Vols

Did you enjoy this event? ___Yes ___No

Are you receiving class credit for coming? ___Yes ___No

How did you hear about this event? (Circle)

MSA Member TV News News Sentinel Daily Beacon Church Mosque

Posters/Fliers Professor MSA E-Mail MSA Website

Other (please specify): _____

Please enter your e-mail address to be added to our announcement list: _____

How was your fasting experience today?

Be as brief or lengthy as you like. (Write on Back for More Space)

Note: Tell us if we *cannot* post your comments on the MSA website.

*We formatted this to fit on a half-sheet of 8.5' x 11' white paper.