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## GUIDANCE FOR OUTREACH TO MOSQUES, SYNAGOGUES, TEMPLES, GURDWARAS MEETING ROOMS AND OTHER HOUSES OF WORSHIP

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**W**e are grateful for your decision to take part in Faith Shared. To make this event a success, you should find houses of worship from other faith traditions to partner with. If that is not possible, you may want to have members of your congrega-

tion read from the holy texts of those faith traditions. The following is an outreach guide to put you on the path to success. We will continue adding resources to faithshared.org as we get closer to the event, so check back regularly.

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### SURVEY YOUR FAITH COMMUNITY

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- 1) What other houses of worship are there in your community and who do you need to contact to invite them into the discussion?
- 2) Does your community have any existing interfaith groups or clergy counsels that you can tap into?
- 3) How do you reach beyond the traditional interfaith supporters?
- 4) Which houses of worship would, if joining the Faith Shared efforts, draw other faith traditions to help broaden the event? And who are the other respected clergy in your community whose involvement will send a strong message?
- 5) What are other community groups planning as we approach the tenth anniversary of September 11, 2011? What are the ongoing interfaith dialogues in your community? Are youth programs involved?

Interfaith Alliance staff is available to help you in your efforts to line up clergy from other faiths or to point you in the direction of those who can help.

### TIPS FOR THE EVENT

Gather images, video, and testimonials for the record. A goal of Faith Shared is to take the experience of communities and share them with others across the United States and internationally. Images of Qur'an burnings and demonstrations against proposed mosques too often have been the images of this nation to the world. Positive

images, stories, quotes from Faith Shared services and events will help to counter those misperceptions.

As you develop your event, the imagery is every bit as important as the words. You will want photos and videos that tell a story. For example, having clergy from the various faiths standing together as they read from each other's sacred texts would be a powerful image.

If you invite press to the event, think about a location where the participating clergy can make themselves available to take questions from reporters and have pictures taken in front of a setting that appropriately communicates the message of the day, a stained glass window, for example.

## RECORDINGS OF THE EVENT

Try to get the best visuals and sound bites from your event to share with your community, the nation and the world. We will pass along photos, video and written quotes to the national and international press, but you need to create useable elements and pass them along to us in a timely manner.

## PHOTOS

Ask members of your place of worship for help. Who are the members who have photography skills? Who can take good shots in low light without disturbing the clergy or audience? Look for images of different clergy together (example, rabbi, imam, minister, priest), images of the audience, people praying, reading, smiling. Children. Teens and seniors. Laughter. What images best capture "Faith Shared" without a lengthy explanation?

Photos should be shot digitally, and ideally should be made available to local press within the hour of the event.

## VIDEO OF REACTIONS TO THE SERVICE

Pull a few people aside before the services and ask if you can get their comments afterwards and be sure to write down comments with name of speaker and the faith tradition or, depending on what you have available, audio record, or video record the comments. Most digital cameras have a video function. Ask people:

- 1) What did you think of the service?
- 2) What did you expect?
- 3) What is the need for interfaith understanding and dialogue?
- 4) What is your experience with other faith traditions?
- 5) How do we as a religiously diverse country improve interfaith relations?
- 6) What will you do next?

## AUDIO

Are services recorded? Can you capture good quality audio to share with others through Faith Shared?