

## Kansas City Muslims for Life Blood Drive – brings many blessings:



During the month of September, the U.S Jama'at initiated the “Muslims for Life” blood drive campaign across numerous cities throughout America. The Kansas City Jama'at was blessed to organize four independent blood drives, one in partnership with the UMKC, one independently held in Emporia, one in Kansas City at a local Montessori school, and the last in collaboration with the local blood centers, which ran through the whole month of September. The results of these blood drives were enormous and overwhelming for a very small Jama'at like Kansas City.

These drives could never have been made possible if it wasn't for the local Lajna members, Mashallah. They did all the spade work and paved the road for the entire Jama'at to follow. The Jama'at worked with the American Red Cross and Community Blood Center to make these blood drives possible. This project not only proved to be the basis for Khidmat-e-Khalq activity, but also provided us a platform for Tabligh. We drew a lot of media attention that we had never received as a Jama'at before, Alhamdulillah.

### **Khidmat-e-Khalq**

In order to advertise the event to the local community, the Lajna created a general awareness about the importance of donating blood. To advertise our partnership with the local Community Blood Centers, the Jama'at went door to door, contacted local businesses, schools, churches, temples, and neighbors. In Emporia, members visited businesses and churches, handing out pamphlets and offering the community an opportunity to donate blood. Overall, the community was incredibly responsive and welcoming of our holding blood drives within the cities.

The Jama'at was incredibly blessed to get a city permit to display our official 'Muslims for Life' banner at one of the busiest streets in Kansas City for the whole month of September. Lajna also reached out to the Mayor's office of Kansas City and Emporia to introduce the 'Muslims For Life' campaign. The Kansas City office gave a very encouraging response. Lajna members not only went and donated blood themselves but also prepared food and goodie bags for our guests.

## **Tabligh**

These blood drives were the best opportunity to perform tabligh. The blood drive in Emporia was held at a local community fair. Due to the fact that so many people were attending the fair, we were able to pass out fliers and books to more than a thousand people. We were also blessed to have the St. Louis Jama'at come and join us in our efforts.

At our UMKC and KC venues hundreds of people were introduced to our name and mission as a Jama'at. Our Kansas City venue was a private school and the principal of the school sent our 'Muslims for Life' fliers to about 160 families. Members who were helping out with the event had the opportunity to talk in depth and one-on-one with the blood donors and introduce our Jama'at.

At the local blood centers we passed out fliers to the donors as they came by and during the whole month of September our 'Muslims for Life' blood drive fliers were posted up at the grocery stores, schools, churches, businesses, and various other prominent spots all over the city.

## **Media Contacts**

Advertising played a prominent role to actually promote the event. Various media contacts were created during this campaign. Three major local TV stations, the biggest paper of the city, various smaller papers, radio stations and the community college newsletter covered and advertised our campaign. The Jamaat media representatives and local members were interviewed by local radio stations, newspapers, and T.V stations. The feedback was very positive.

The local newspaper, *The Emporia Gazette*, covered the blood drive in several articles preceding the event and wrote of it afterwards, "Woods (Great American Market director] also said the "Muslims for Life" blood drive was a great addition to the market".

## **Far reaching Impacts of the humble efforts of lajna KC**

- The Jama'at and in particular, the Lajna made many efforts to reach out to the local community. Because of these efforts, the Jama'at is now holding their first ever Interfaith Conference in Kansas City, which is going to be held on November 20<sup>th</sup>, 2011. Inshallah, Lajna will be participating actively in making arrangements and inviting people from all walks of life to attend the event.
- Another wonderful outcome of the blood drive was that our local blood center wants to partner with them on a regular basis, in order to create awareness about the need of blood donation, since they tell us that this kind of project helps them meet 60% of their daily blood needs.
- The most positive aspect is that because of the media coverage and the fliers, many people and organizations recognize our name as a peaceful and loyal community.

### **Our Gratitude**

In the end we express our gratitude to our men who at every step of the way admired and encouraged our efforts as a group. May Allah bless our small jama'at with great success in the future projects as well.

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