



ILLIANA ISLAMIC ASSOCIATION

9608 SPRING ST, HIGHLAND, IN 46322 - TEL: 219-924-2940

This report for Illiana Islamic Association to enhance the communication within its publicity and surrounding community in social activities and events by contacting similar organization. The Al-Amin Mosque been selected to be the best sample of benchmarking because of the similarity and ongoing practice activities, on the other hand, other organizations in the area were equal or less to Illiana. The Association has partnered with couple of churches and temples in social activities, which gives them the upper hand in the scale of this report compared to other organization.

Mission Statement:

The onley Temple Beth-El of the three organization on this benchmarking have a mission statement. Other two are relying on the speeches in prayer to deliver it instead of printing it or post it on the wall. Illiana Association doesn't have one, yet are going to make one and print it to its audience, and post it on their social media.

Employee Newsletter:

The Temple Beth-El has an incredible newsletter that reached a massive audience in their community that lead to more involvement from their employees. Moreover, they have awards for employee of the month that improves the competition between them. The usage of the newsletter has impact the quality and professionalism of the organization. Al-Amin Mosque has a poor newsletter that just shows what the Imam "leader of prayer" covered in the Friday Prayer, however, their Facebook page has more activities.

External Publics:

All three organization have publics of the religion followers of Islam, Jewish and Christian, and with the partnership they have with other worship places. Students in schools have been also a target of these organization to be involve with activities no matter what is them believes. Temple Hammond Seventh-day Adventist Church, Hammond, Ind. have a prayer every Sunday, so they have several followers to attend and practice at the organization, and they have other activities such as sport and cooking after the prayer, and Al-Amin Mosque does same, so they have prayer every Friday and activities with their followers after.



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Community Involvement:

It seems that all three organizations value community involvement as it is a way to reach as much audience as they can by throwing out activities after prayers. Hammond Seventh-day Church has reached a massive community on Sunday after prayer at the park next door to let kids play football, baseball and basketball with warding the winners. Al-Amin Mosque make lunch parties

after prayers on Friday to everyone in the area. Benth-El Temple have partnered with Illiana Islamic Association to meet once a moth and have a dinner party, and sometimes making visits together to near hospitals and schools.

Crisis Plan:

All organizations have a common crisis plan for an emergency cause but not a reputation one. The plan is to make one for Illiana Islamic Association when a reputation crisis happened by contacting The Muslims Of America Association, which is the reference of all mosques in the United States, and have authorization to make a press conference. Also, contact all local authorities to inform them of the crisis and see their reaction towards it, and have a represented to support the organization.

Media Strategies:

All organization have a strategy with a heavy targeted media, and they send all activities to have them print their events. Unfortunately, Hammond Seventh-day Church have printed only paid advertisement from local newspapers because they did not have a professional Public Relation specialist. Benth-El Temple has more publication in the area based on its size and wide reputation. Al-Amin Mosque haven't send any publication to the media for printing, however, they are heavily active on FaceBook.

Analysis:

The above report is serving Illiana Islamic Association to improve its public relation to create opportunity to the organization. It will build a relationship with the media by sending more Press Releases including newsworthy content. Illiana Association will create a mission statement in the website and hang it on the entrance of the organization front door. Moreover, the organization will have a crisis plan that help prevent any future problems in case something happened. The organization will spread organization's publicity to cover more areas, and it will partner with small mosque in the area to enhance the social work.