

EID UL-FITR AND EID UL-ADHA

SOCIAL MEDIA TOOLKIT

IN THIS TOOLKIT:

INTRODUCTION
HASHTAGS TO USE
SAMPLE POSTS
EMAIL SCRIPT
PHONE SCRIPT
GRAPHICS TO USE
EID MAP
ACCOUNTS TO FOLLOW
CONTACT INFORMATION

WHAT IS EID?

Eid ul-Fitr: One of two major Islamic holidays. It falls on the first day of the tenth month of the Islamic calendar and commemorates the end of Ramadan, a month marked by dawn to dusk fasting and increased worship.

Eid ul-Adha: One of two major Islamic holidays. It falls on the tenth day of the last month of the Islamic calendar and celebrates Prophet Ibrahim and his family's conviction in Allah. It is also marked by Hajj, a mandatory pilgrimage to Makkah.

WHY IS IT IMPORTANT TO RECOGNIZE EID HOLIDAY?

Currently, all Muslim students in New Jersey public schools may receive an excused absence to observe Eid ul-Fitr and Eid ul-Adha.

However, given the growing number of Muslims in New Jersey – the state currently leads the nation in its Muslim population at 3.5 percent – it is only appropriate to recognize Eid in New Jersey public schools and close schools in observance.

Adopting Eid as a day off is a necessary accommodation that will help ensure that Muslim students and staff do not face academic and professional disadvantages for missing school days to meet their religious obligations.

INSPIRE CONVERSATION

The New Jersey Department of Education is committed to ensuring that schools provide inclusive and welcoming learning environments for all students, and closing schools for Eid observances will help foster such environments. Students have expressed that a general lack of inclusivity and misunderstanding of Islam and Muslims among students and staff contribute to incidents of anti-Muslim bullying and discrimination. In 2022 alone, CAIR-NJ has documented 26 reports of anti-Muslim discrimination and/or bias within New Jersey public schools. By recognizing and including Eid on district calendars as a day off, schools can inspire conversations among students and staff that play a crucial role in dispelling anti-Muslim bigotry.

OUR VOICE NEEDS TO BE LOUD AND CLEAR!

Use this social media toolkit to share information about #EidHoliday and the #CloseSchoolsForEid campaign.

HASHTAGS TO USE

#CloseSchoolsForEid | #EIDinNJ | #Eid4NJ | #EidHoliday
#EidUIFitr | #EidUIAdha

Be sure to use the campaign hashtag in every post. They help keep track of participation and measure impact! It also makes it easy for others to find content related to the #CloseSchoolsForEid campaign by just searching up the hashtag.

SAMPLE POSTS

The following posts serve as a guide for social media messaging regarding the #CloseSchoolsForEid campaign. Posts should be concise and easy to read. They should also highlight the important information community members, coalition partners, and allies need to know.

When creating a post, feel free to use relevant emojis, hashtags, graphics, and high-resolution photos.

SAMPLE 1:

Recognizing Eid in NJ public schools celebrates the state's diversity and growing Muslim population.

It also helps foster an inclusive environment for all students.

#CloseSchoolsForEid

SAMPLE 2:

Schools play a critical role in inspiring conversations among students and staff.

Conversations surrounding Eid can be instrumental in dispelling anti-Muslim bigotry.

#CloseSchoolsForEid

SAMPLE 3:
Adopting Eid as a day off is a necessary accommodation for NJ Muslim students.

It will also ensure that Muslim students and staff do not face academic and professional disadvantages for missing school days to meet their religious obligations. #CloseSchoolsForEid

SAMPLE 5:
The NJ Dept.of Education is committed to ensuring that schools provide inclusive and welcoming learning environments for all students.

Closing schools for Eid observances will help foster such environments.
#CloseSchoolsForEid

SAMPLE 4:
New Jersey leads the nation in its Muslim population, at 3.5 percent.

Tip your hat to the state's growing Muslim population and ask your school board to
#CloseSchoolsForEid.

SAMPLE 6:
Tell New Jersey school boards to Recognize Eid in and close schools in observance of the holiday.
#CloseSchoolsForEid

EMAIL SCRIPT

SUBJECT:

Let's Close Schools for Eid

BODY:

Dear [Insert name(s) and title(s)],

I hope this email finds you well.

My name is [insert name] and I am a [insert resident/parent/student/etc.] in [insert school district name] and I am asking that our district adopt Eid as a day off in the academic calendar. This is a necessary accommodation that will help ensure that Muslim students and staff do not face academic and professional disadvantages for missing school days to meet their religious obligations.

Approximately 30 school districts throughout New Jersey closed for Eid ul-Fitr in the 2022-2023 academic year. Other districts, however, only offer an excused absence, leaving students in a quagmire: Should they prioritize their academic obligations over their religious duties, or vice versa?

The New Jersey Department of Education is committed to ensuring that schools provide inclusive and welcoming learning environments for all students, and closing schools for Eid observances will help foster such environments.

[Insert school board name/school district/school name] can make this a reality by [approving/supporting] the recognition of Eid ul-Fitr and Eid ul-Adha and closing [insert school district/school name] in observance of the holidays.

New Jersey leads the nation in its Muslim population, at 3.5 percent. Recognizing Eid in [insert school name/school district] celebrates and recognizes the state's diversity and growing Muslim population.

I am hopeful that [insert school district/school name] will soon recognize Eid and close schools in observance.

Sincerely,

[Your Name, Title, and Contact Information]

PHONE SCRIPT

Hello, my name is [insert your name] and I am [insert your background]

I am a [parent/student/community member] of [insert school district/school name] and I am calling in support of [insert school board name/school district/school name] [approving/supporting] the recognition of Eid ul-Fitr and closing [insert school district/school name] in observance of the holiday.

While New Jersey public schools allow for an excused absence to observe Eid ul-Fitr, this still leaves students in a difficult position: Should they prioritize their academic obligations over their religious duties, or vice versa?

There is a sizable and growing population of Muslims in our district. Now, more than ever, there is a growing need to close schools for Eid observances.

New Jersey leads the nation in its Muslim population, at 3.5 percent. Recognizing Eid in [insert school name/insert school district] celebrates the state's diversity and growing Muslim population and helps foster an inclusive environment for all students.

Eid Holiday in [insert school district/school name] is important to me because [state your reason].

I am hopeful that [insert school district/school name] will soon recognize and close for Eid Holiday.

Will you share this message with Superintendent and the Board of Education?

Thank you for your time.

SOME POINTERS...

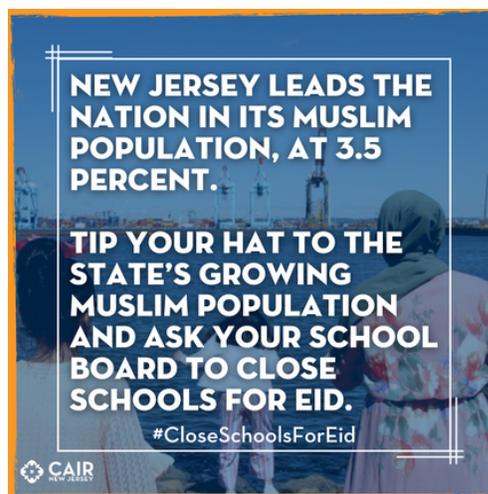
Keep your tone polite, encouraging, passionate, urgent, and assertive.

TIPS:

- Be confident!
 - These scripts are helpful guides. It is okay to speak candidly.
 - Showcase why Eid holiday is important to you and why Eid matters.
 - Don't be nervous. Mistakes happen. it's perfectly fine!
-

GRAPHICS TO USE

Download the graphics from our website.



NEW JERSEY EID MAP

CAIR-NJ.ORG/EID-HOLIDAY

ACCOUNTS TO FOLLOW



cair-nj.org



@cair.nj



@CAIRNJ



Facebook.com/CAIRNewJersey

Engaging and amplifying our content will help more people find it and learn about the #CloseSchoolsForEid campaign.

Like, retweet, comment, and share our posts as often as possible!

CONTACTS

Reach out with any questions!

Selaedin Maksut, MA
Executive Director
Email: smaksut@cair.com

Madina P. Ouedraogo, MPA-PNP
CAIR-NJ Government Affairs Manager
Email: mouedraogo@cair.com

Dina Sayedahmed
CAIR-NJ Communications Manager
Email: dSayedahmed@cair.com

Zaid Hussein, MA
CAIR-NJ Outreach Coordinator
Email: zhusein@cair.com
